

SHORTS

Transformers watch

*Transformers: The IMAX Experience* opened in 61 domestic IMAX theaters on Sept. 21, 11 weeks after its July 3 premiere, having grossed more than \$300 million domestically and somewhat more than that overseas. It was a late addition to Imax Corporation's 2007 DMR slate, and the first non-simultaneous opening in four years. The IMAX edition contained about five minutes of footage not in the original release.

Neither Imax nor Paramount Pictures have released details about the film's performance in giant-screen theaters, which in the past has often meant that expectations were not met. In the week before the LF opening, *Transformers* earned \$601,000 on 467 screens, a per-screen average of \$1,287. The week it appeared in IMAX theaters, the count of conventional screens dropped to 324, and the total from all screens was \$1,822,517.

Assuming that the conventional theaters maintained the previous week's average, the IMAX theaters grossed about \$1.4 million the first week. (They probably earned a little more, since the conventional screens most likely continued their downward trend.) On these assumptions, *Transformers* has taken in at least \$3.9 million in the four weeks it has been in IMAX theaters. If accurate, this is on a par with the lowest DMR performers of the last few years, such as 2006's *V for Vendetta*, *The Ant Bully*, and *Open Season*, and is the lowest by far in 2007.

Sea Monsters in digital and LF

National Geographic's *Sea Monsters: A Prehistoric Adventure* opened on Oct. 5 in 70 LF 3D theaters and another 180 digital 3D theaters, becoming the first film ever to open simultaneously in both formats and beating Robert Zemeckis' *Beowulf*, the presumptive Hollywood claimant to that distinction, by more than a month.

In its first weekend, *Sea Monsters* grossed

\$605,722, for a per-screen average (across both formats) of \$2,403. The next weekend it took in \$466,407, or \$1,850 per screen. As this issue went to press after its third weekend, it had grossed a total of \$1.98 million, and had dropped to 170 screens.

As was the case with *Transformers* (see item above), returns from the IMAX theaters were not separated out from those of the conventional screens, so no conclusions can be drawn about the relative performance of the formats. However, *LF Examiner* has heard anecdotally that the digital screens in multiplexes are doing much worse than the giant-screen film



Stephen Low's crew filming "The Empress."

theaters, perhaps because the chain theaters have not been as active in marketing the film locally as the institutional theaters.

Summit to distribute Fly Me

nWave Pictures has struck a deal with Summit Entertainment to distribute *Fly Me to the Moon* to IMAX 3D and digital 3D theaters. Ben Stassen's animated film about three teenage flies who stowaway on the Apollo 11 mission to the moon will be released in two versions: the 85-minute full-length feature, intended for commercial IMAX 3D and digital 3D theaters, and a 47-minute edition for institutional 3D and dome theaters that eliminates the Russian subplot. Distribution to institu-

tional theaters will be handled by K2 Communications. Release is set for Aug. 22, 2008.

Summit, which distributed 2005's *Sahara*, is "revamping itself as a full-service studio with an annual slate of up to a dozen pics," according to *Variety*. Its first domestic production, the thriller *P2*, opens on Nov. 9.

Low shooting train film in Canada

The Stephen Low Company has begun shooting for *Rocky Mountain Express* (wt), a giant-screen film about "the dramatic story of the linking of eastern and western Canada through the Rockies by the builders of the Canadian Pacific Railroad," according to director Stephen Low.

The film will feature "The Empress," a Hudson-type steam locomotive built by Montreal Locomotive Works in December 1930 and brought back to service in 2001 after a three-year restoration process. It is the only surviving locomotive of its class.

Filming of aerials has already begun, and principal photography will continue in 2007 and 2008, with a release set for spring 2009. It will be distributed by K2 Communications, which has partnered with Low on two previous films, 2004's *Fighter Pilot* and *Legends of the Sky*, also currently in production.

Istanbul IMAX moves across town

The AFM IMAX Theater in Istanbul, which opened in Maltepe on the Asian side of the city in July 2005, closed in August and its MPX projector was moved to a multiplex in the new Istinye Park Mall on the European side. The new 310-seat theater opened Oct. 7. The IMAX was originally planned for its present location, but construction wasn't completed in time, so the chain installed the projector in an existing multiplex in Maltepe.

According to AFM's Fatos Kiziltas, the new mall is much more upscale than the other location, and the 12-plex that

(see SHORTS on page 17)

October 2007  
Vol. 10, No. 10

500 Attend GSCA Conference in Vancouver, BC, Sept. 23-25

More than 500 people attended the 2007 Conference and Trade Show of the Giant Screen Cinema Association in Vancouver, BC, Canada, Sept. 23-25. The three days were packed from early morning to late evening with film screenings, professional development sessions, business meetings, receptions, ceremonies, and parties. Between New Films, Films in Production, and Films in Development, a total of 57 giant-screen movies or concepts were presented, coincidentally exactly the same number offered ten years ago, when the industry last met in Vancouver.

As in 1997, the temperamental Vancouver weather largely cooperated with pleasant and cool sunny days, and only brief light drizzles on one day. The meeting was hosted by the IMAX Theatre Canada Place, where most of the film presentations were held, and Science World, the site of a reception and screening of National Geographic's *Sea Monsters*. Screenings of several new films were held in Sci-

ence World's dome theater on the day after the conference, for the benefit of other dome theater operators. Panel discussions and meals were held at the Westin Bayshore Hotel, a pleasant 15-minute walk from Canada Place along the city's attractive and developing harbor.

Buoyed by the large number of new film projects, the overall mood of the conference seemed more upbeat and positive than other meetings in the past few years. Many delegates commented on the optimistic tone of the gathering and the sense that the industry was heading in the right direction.

Films, new and in the works

The twelve new films included the industry premieres of *Sea Monsters* and the final version of nWave Pictures' *Fly Me to the Moon*, as well as two animated films from Japan and two 3D animated shorts. The remaining six films had all been seen at the GSCA's Film Expo in Los Angeles in April.

The New Films (and their producers) were:

|   |                                     |
|---|-------------------------------------|
| <i>African Adventure 3D: Safari In The Okavango</i> ..... | nWave Pictures                      |
| <i>The Alps: Giants of Nature</i> .....                   | MacGillivray Freeman Films          |
| <i>Dinosaurs 3D: Giants of Patagonia</i> .....            | Sky High Entertainment              |
| <i>Dinosaurs Alive</i> .....                              | David Clark, Inc.                   |
| <i>Fly Me to the Moon</i> .....                           | nWave Pictures                      |
| <i>Galaxy Express 999</i> .....                           | Toei Animation                      |
| <i>Lions 3D: Roar of the Kalahari</i> .....               | National Geographic                 |
| <i>Moon Man</i> .....                                     | National Film Board of Canada       |
| <i>Mummies: Secrets of the Pharaohs</i> .....             | Gravity Pictures                    |
| <i>The Scarecrow</i> .....                                | Cinema and Photo Research Institute |
| <i>Sea Monsters: A Prehistoric Adventure</i> .....        |                                     |
| <i>Space Elevator</i> .....                               | Walk Co.                            |

The addition of *Galaxy Express 999* and *Space Elevator*, the two Japanese titles, brings the total of giant-screen features opening in 2007 to 16, including six DMR releases. Although not a record, it is a respectable total, and higher than the totals of all but one of the last ten years.

The numbers of films in production and development were also up, indicating an expected boost in new releases over the next two years. The history of the last ten years suggests that about 55% of all giant-screen films presented as being in development at an industry conference will be released within five years. Forty percent will never be made, and the remainder will be in production or still in development at the five-year mark.

This year's conference featured 16 Films in Production and 29 Films in Development. However, because GSCA categorizes projects on the basis of whether they show 15/70 footage at the conference, these numbers are slightly skewed. Two films "in development" were Hollywood films currently in production whose distributors did not present 15/70 footage because the DMR process is usually done only when the film is complete. At least three films "in production" have not begun principal photography and ran footage of tests or material originated in other formats. Thus it would be more accurate to say that there were 15 films in production and 30 films in development. The complete roster of films (listed by GSCA's criteria) is on pages 12-13. The entries have been updated with the latest pro-

(see GSCA on page 6)

Premiering this month  
*Sea Monsters: A Prehistoric Adventure*  
See page 2.

Founded 1997 as MaxImage!

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## LF Examiner is 10 Years Old

With this issue, Volume 10, Number 10, *LF Examiner* completes its tenth year of publishing. At such milestones one feels almost obligated to use clichés like “it doesn’t seem like ten years” or “where has the time gone?” But thinking back on the changes that the giant-screen industry, this publication, and yours truly have been through over the past decade, it sometimes feels as if I’ve spent my whole life publishing this newsletter. But perhaps that’s because I actually have spent nearly half of my life involved with LF films and theaters.

Our industry has seen remarkable changes in the last decade, some positive, some painful. We’ve had our share of controversies and conflicts, of boom and bust. I was extremely lucky to start publishing just as a wave of new theater building and popularity for giant screen films began. The first issue of *MaxImage!* appeared just seven months before *Everest* opened the floodgates of media attention on our world, and brought many new people and companies into our industry and, fortunately, onto my subscription rolls.

Many of those newcomers cleared out when they realized that making giant-screen films wasn’t a license to print money, and they weren’t going to make the next *Everest*. The best of them caught the LF bug and remain with us. But the glut of new production, on top of the meltdown of the commercial cinema industry in 2000, and its devastating effect on a mostly innocent **Imax Corporation**, led to one of the biggest slumps this industry has faced. The first half of this decade was difficult for many in our business, and many had to find other ways to make a living.

But this trial has had its benefits, too, among which I count the unification of the industry associations and the formation of the strong and effective **Giant Screen Cinema Association**.

We’ve faced controversies that, while vitally important at the time, today seem less compelling. In 2000, we reported on the “threat” of Hollywood movies like *Fantasia/2000* and even more “dangerous” films such as *Haunted Castle*, which had a horror theme and briefly hinted at torture. People warned that the family-friendly reputation of the giant-screen experience might be irreparably damaged. Then came DMR and MPX and the R-rated violence in the *Matrix* films and *300*, which made concern about the faintly scary scenes in PG-rated *Haunted Castle* seem rather quaint.

But some topics from ten years ago are just as important today as they ever were. In April 2000 I

wrote an editorial called “End the Info Drought!” in which I urged all LF theaters to release more attendance data. Then as now, the fact that we can’t provide potential sponsors with any hard data about the financial performance of films and theaters cripples every aspect of our industry.

Paradoxically, the main roadblock is that many, if not most, non-profit institutional theaters treat their attendance data as confidential, even though they have no nominal competitors. On the other hand, conventional film theaters and distributors, who *are* in bitter competition with one another, publish reams of data about every movie in release every day. And many institutional theaters take part in this process when it comes to the DMR films they run. But only a handful of theaters voluntarily provide the GSCA’s Theater Attendance Reporting Program with one measly monthly number for their overall attendance.

I applaud the GSCA for reviving this program , and strongly urge all theaters to begin participating immediately. (*See the section on the Members’ Meeting in our coverage of the GSCA conference, on page 9.*) But I also urge GSCA to expand the program as rapidly as possible to include weekly or even daily reporting, and per-film reports, not just theater totals. And I encourage all theaters to release as much information as possible about their attendance and performance to the public, including to *LFX*, in whatever form they can.

To anyone, theater manager, museum director, or film distributor, who says that releasing this data will harm their organization in some way, I reply with a firm “Bullshit!” Prove it, or show us the data. Hollywood has not withered away and died by revealing, practically at a per-theater level, every aspect of its business on a daily basis. But the giant-screen industry has been, and continues to be, at risk of failing because we don’t know how we’re doing, and can’t provide a robust business model to anyone else who might help us.

What I said more than seven years ago is just as true today, “It’s time for the LF industry to get serious and lift the counterproductive veil of secrecy under which we have being living. Only then will we build a truly robust industry.”

The next major issue we face is the conversion of film projection to digital. Our colleagues in the conventional cinema world are well on their way, and it behooves us to learn from their experience and avoid trying to reinvent the wheel. Key to the success of the multiplexes’ switch to digital has been

## Directory, cont’d

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|--|---|--|
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| Science North<br>100 Ramsey Lake Road<br>Sudbury, ON P3E 5S9 CANADA<br>Tel: 705-522-3701<br>Fax: 705-522-4954<br>www.sciencenorth.ca   | Sony Pictures Classics, Large Format <b>SPC</b><br>550 Madison Avenue, 8th Floor<br>New York, NY 10022 USA<br>Tel: 212-833-8392<br>Fax: 212-833-8570<br>www.cirquedusoleiljourney.com | Walk Co. Inc.<br>Hieikudu Building 3F<br>3-8-11 Kudanminami Shiyoda-ku<br>Tokyo, 102-0074 JAPAN  |
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### Classified Ads

#### POSITIONS SOUGHT

##### Experienced Imax SR Projectionist

Experienced IMAX SR projectionist, 3-4 years maintaining and running 2D and 3D shows in a multiplex environment. Experienced in assembly of IMAX trailers and films (2D/3D). Experienced and self taught on most facets of the DTAC system, troubleshooting the system and Sonics systems. Experience with rectifiers and exhaust fan systems.

Experienced on operation and troubleshooting of Hobart 3D (both North American and European) glass washing machines, inventory control on 3D glasses and maintaining records.

Experience on Showtime Laser and Intelligent light systems (cyberlight, technobeams), Avolite and Azure 2000 board, some experience on Vari-Lites.

Experience on 35mm projection unit (Bell X-1 manual). Assemble/disassemble of films/trailers. Experience on Dolby A units, basic knowledge of Dolby CP650 unit.

Trained as an audio engineer, Graduate of Trebas Institute, Toronto. Experience in staging, lighting, set construction, sound design, and operations. Have worked at various live and theatrical venues.

Very pro-IMAX/LFF person. Totally dedicated to the industry. Marketing/promotional ideas abound. Willing to learn any IMAX

system. Willing to learn/work with any IMAX/LF film production, postproduction or any other aspect companies.

Very people-oriented. Enjoy telling people all about IMAX and the systems I have worked with. More than 13 years of combined experiences.

Married, no children. Canadian resident.

Past Instructor/Training Assignments include Natick, MA, and Moscow, Russia.

Bill Killough,  
ambk@sympatico.ca.

=====

#### Classified Advertising

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www.dcmovies.com

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www.extreme70mmfilm.com

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St. Louis, MO 63110 USA  
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Kansas City, MO 64102 USA  
Tel: 816-221-9924  
Fax: 816-221-4978

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Fax: 949-494-2079  
www.macfreefilms.com

MacLeod Productions  
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MediaMerge, Inc.  
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www.mediamerge.com

Millward Brown  
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Fax: 416-221-7681  
www.millwardbrown.com

MSI Distribution **MSI**  
5156 Somerset Drive  
Prairie Village, KS 66207 USA  
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Museum of Science  
Science Park  
Boston, MA 02114-1099 USA  
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Fax: 617-589-0454  
www.mos.org

N3D Land Production  
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Sevres, 92310 FRANCE  
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Nanotoon Productions  
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Troy, NY 12180 USA  
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National Air and Space Museum  
6th Street and Independence Avenue,  
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Washington, DC 20560 USA  
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Fax: 202-357-1652  
www.nasm.si.edu/

National Film Board of Canada  
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Fax: 514-496-1895  
www.nfb.ca

National Geographic Cinema Ventures  
1145 17th Street, NW  
Washington, DC 20036 USA  
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Fax: 202-775-6517  
www.nationalgeographic.com/tv/index.  
html

National Geographic Giant Screen Film  
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Fax: 203-661-5556  
www.nationalgeographic.com/tv/index.  
html

National Geographic Society  
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Washington, DC 20036 USA  
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www.nationalgeographic.com

National Museum of Natural History  
PO Box 37012  
Washington, DC 20013-7012 USA  
www.nmnh.si.edu/imax/

National Oceanic & Atmospheric Admin.  
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Washington, DC 20230 USA  
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Regal Entertainment Group  
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www.regalcinemas.com

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### Sea Monsters: A Prehistoric Adventure

“National Geographic’s giant-screen film *Sea Monsters: A Prehistoric Adventure* brings to life the extraordinary marine reptiles of the dinosaur age in both 3-D and 2-D. Eighty million years ago, the American Midwest lay under a great inland sea where colossal creatures ruled the waves. From giraffe-necked Styxosaurus and sea birds with teeth to the T-Rex of the ocean – the 40-foot super-predator Tylosaurus – these wondrous beasts defy imagination. In a remarkable journey, National Geographic immerses audiences in this unexplored world of the “other dinosaurs,” delivering the fascinating science behind what we know and a vision of his-

the technical specifications established by the **Digital Cinema Initiatives**, the so-called “DCI specs.” They provide open standards for image quality, data transmission, and security, and there is no reason why they shouldn’t be adopted by the giant-screen world. Although the specs do not speak directly to giant-screen standards, neither do they limit increases in resolution, contrast ratios, or other aspects of image quality.

In his presentation at the GSCA conference (*see page 10*), Imax’s **Brian Bonnick** referred to the DCI specs, but stopped short of saying that Imax’s digital system would comply with them.

The giant-screen world should roundly reject any format proposed for giant-screen theaters or films that is not fully DCI-compliant, even if offered by an industry leader. A thicket of non-standard, incompatible, or proprietary digital theater systems would inevitably retard the growth of giant-screen digital to the detriment of all.

Before concluding, I must express my thanks to all those who have made *LF Examiner* the success it is. First and foremost, to my father, **William Hyder**, who has reviewed and offered corrections for every article of every issue since Vol. 1, No. 1, has provided invaluable guidance on the practice and ethics of journalism, based on his 34 years as a newspaperman, and

## Premiering This Month

tory’s grandest ocean creatures brought to life on the world’s biggest screen.”

Narrated by **Liev Schreiber**, directed by Sean Phillips, produced by Lisa Truitt and Jini Durr, written by Mose Richards, and photographed by T.C. Christensen. The original score is by Richard Evans, David Rhodes and Peter Gabriel, and the executive producer was Timothy Kelly. Funded in part by a grant from the National Science Foundation.

*Sea Monsters* is distributed by National Geographic Giant Screen Film Distribu-



tion, and opened on Oct. 5 in 70 giant-screen theaters and 180 digital 3D theaters.

has never failed to offer fatherly encouragement and wisdom.

Second, to **Marty Shindler**, who has been a fervent supporter literally since the beginning, and has written more for this publication than any other contributor. Although he no longer writes for *LFX* on a regular basis, he remains a great friend and trusted adviser.

Thirdly, to **Larry O’Reilly**, formerly of the **National Museum of Natural History**, who suggested the idea of an LF-industry newsletter over lunch in Barcelona in 1996, just a few days after I learned that I was being laid off by the **National Air and Space Museum**. Without him, there would be no *LFX*.

All of the dozens of LF industry experts and veterans, too numerous to name, who have written for the newsletter have my sincere thanks, as do they and everyone else who returned my calls or answered my e-mails to keep me – and thus you – informed about the giant-screen world.

And finally to you, the readers and subscribers who have been my direct form of support, and particularly to the handful who have subscribed since the beginning.

As I start my second decade of publishing, I can’t think of a career path I would rather have followed. (Well, maybe professional racecar driver, but unlike journalism, that’s a career one has to start at a

very young age.) I feel privileged to work with and for the talented, dedicated, and principled people who make and show the remarkable films that define our industry. I’m not a scientist, or a filmmaker, or a theater manager (anymore), but I hope that this publication plays some small part in the great work that most giant-screen films strive for: helping people better understand the world around them.

I sometimes wish I had chosen a more lucrative career than specialized journalism, but the satisfaction of being my own boss and covering a business I love has made up for most of that dissatisfaction. And for that I thank everyone in the giant-screen world.

—James Hyder

P.S. Subscription rates are going up on Jan. 1, 2008.

### Corrections

The September Biz item on *Flight of the Butterflies* repeated errors that were stated or implied in an SK Films press release. The film is being produced by Principal Large Format and SK Films. Joanna Baldwin Mallory is co-executive producer and the principal investigator for the NSF grant that was awarded to the Filmmakers’ Cooperative of Boston to support the film. (Because SK and Principal are not U.S. companies, they were not eligible to apply directly for the NSF grant.)



FILM STOCK

Imax restates results again

In early October, **Imax Corporation** reported that it had discovered errors in accounting for seven real estate leases, and that it would therefore restate its financial results for the periods 1997 to 2002, for 2006, and for the first two quarters of 2007. The company said that the “aggregate amount of the change at issue is approximately \$5.5-\$6.5 million, with approximately \$5 million relating to the 1997-2002 period.”

The company had incorrectly recorded certain rent reductions in the years they were received, instead of spreading them across the remaining lease period. To correct this, the \$5.5-\$6.5 million “will be amortized into income over the remaining terms of the applicable real estate leases,” according to a press release.

This is the second time in three months that Imax has corrected its financial statements. In July, the company issued restated earnings reports for several periods between 2002 and 2005, and released its long-delayed results for the year and quarter ending Dec. 31, 2006. (*See LF Examiner, September 2007.*)

Catalyst suit still on in Canada

On Oct. 11, **Imax Corporation** issued a press release stating that bondholder **Catalyst Fund Limited Partnership II** had withdrawn the lawsuit it filed in New York State Supreme Court that sought to invalidate the consents Imax had received from bondholders to extend the filing deadlines for its 2006 financial reports. (*See The Biz, May, Summer, and September 2007.*)

The next day, Catalyst issued a press release disputing the implications of Imax’s statement, and explaining that it “did not discontinue [the New York case] because it was giving up its challenge to Imax’s conduct.” Rather, the move allows Catalyst, which holds Imax stock and some \$62 million in Imax bonds, “to pursue additional remedies in Canada that are not available in New York, including the appointment of an inspector to over-

DEALS

see Imax.”

Catalyst’s release claimed that Imax had sought to avoid the Canadian penalties by moving to have the New York action dismissed with prejudice. The court rejected that motion, and allowed Catalyst to withdraw without prejudice, permitting the Canadian case to move forward in the Ontario Superior Court.

Imax’s Oct. 11 statement asserted that both the New York and Canadian cases were without merit.

Imax signs four theater deals

**Imax Corporation** has signed a five-theater joint venture deal with **Regal Cinemas, Inc.**, a ten-theater deal with a Chinese exhibitor, a two-theater deal with **Goodrich Quality Theatres** in Michigan, and a single-theater deal in Casablanca, Morocco. The Regal JV will expand the companies’ existing relationship to 21 IMAX theaters by 2009. The deal with China’s **Wanda Cinema Line Corporation** is Imax’s largest multi-theater deal in Asia. The Goodrich signing will expand that chain’s IMAX inventory to four by 2009. And the Moroccan installation will be the first in that country.

These are also the first signings for IMAX’s new digital projection system, some of which may be installed as early as next summer. (*See item below.*)

Regal is the world’s largest cinema chain, with nearly 6,400 screens in 529 locations. With 16 IMAX houses, it is already the world’s largest IMAX operator; the new JV will expand that lead. The first two theaters under the present agreement will be MPX systems to open in Knoxville, TN, and Las Vegas, NV, by the end of this year. The remaining three will use the IMAX digital projection system and will open in late 2008 and early 2009 in Seattle, WA, and two locations in the western U.S. to be announced. The deal provides for the film-based projectors to be switched to digital technology “when it is available.”

The deal is the second JV between Re-

gal and Imax this year. In May the chain opened MPXes in San Diego, CA, and Portland, OR. The other 14 Regal IMAX theaters are leased systems.

The Chinese deal entails the installation of three MPX and seven digital systems, all to be installed in new multiplexes by 2010. The first two will open in Changsha and Changchun by the end of 2007; other locations include Beijing, Chongqing, and Wuxi. According to an Imax press release, Wanda “has options to upgrade the three MPX theater systems to IMAX digital on pre-negotiated terms, and to opt out of the final five installations subject to a material penalty.”

Wanda Cinema Line Corporation is a subsidiary of the Wanda Group, and currently operates 121 screens in 15 locations, with plans to open another 80 screens this year. According to Imax, Wanda plans to have between 15 and 20 IMAX theaters by 2010, making it the largest IMAX exhibitor outside North America.

Goodrich Quality Theaters has opened two MPX houses in the last year, and the new agreement calls for a third to open in new multiplex in Indianapolis next March. The fourth theater will be a digital system to be installed in late 2009 at a location to be announced.

The theater in Casablanca is being built by developer **Al Amine Investissement** in the Morocco Mall, which is expected to be the largest shopping center in the country. The theater will open in early 2009, and although the contract specifies an MPX system, the companies have agreed that Imax’s new digital system will be installed if it is available at the time. Al Amine is jointly held by **Aksal Group** and **Nesk Investment**, two fashion companies operating in Morocco and based in Saudi Arabia.

Imax moves up digital launch

**Imax Corporation** said in mid-October that it will unveil its digital projection system earlier than previously announced.

Key to Film Abbreviations

| Film      | Title                                     | Year | Dist    | Film     | Title                                  | Year | Dist    |
|-----------|---|------|---------|----------|--|------|---------|
| 300       | 300: The IMAX Experience                  | 2007 | WB      | ND       | Neelkanth Darshan                      | 2005 | unk     |
| Africa    | Africa: the Serengeti                     | 1994 | HMNS    | Niagara  | Niagara: Miracles, Myths, and Magic    | 1987 | NGD     |
| AfricAdv  | African Adventure 3D                      | 2007 | 3D nWP  | OnGuard  | On Guard                               | 1999 | unk     |
| AIA3D     | Adventures in Animation 3D                | 2004 | 3D BFI  | OO       | Ocean Oasis                            | 2000 | SFI     |
| AIWC      | Adventures in Wild California             | 2000 | MFF     | OW3D     | Ocean Wonderland 3D                    | 2003 | 3D 3DEL |
| AJ        | Amazing Journeys                          | 1999 | HMNS    | Ozarks   | Ozarks: Legacy and Legend (aka Fiddle) | 1993 | IMAX    |
| Alamo     | Alamo: The Price of Freedom               | 1988 | MFF     | RATW     | Ride Around the World                  | 2006 | GSF     |
| Alaska    | Alaska: Spirit of the Wild                | 1997 | HMNS    | Rheged   | Rheged: The Lost Kingdom               | 2000 | unk     |
| ALBT      | Australia: Land Beyond Time               | 2002 | HMNS    | Roar     | Roar: Lions of the Kalahari            | 2003 | NGD     |
| AlienAdv  | Alien Adventure                           | 1999 | 3D NGD  | ROF      | Ring of Fire                           | 1991 | SMM     |
| Alps      | Alps: Giants of Nature, The               | 2007 | MFF     | RovMars  | Roving Mars                            | 2006 | BVP     |
| Amazon    | Amazon                                    | 1997 | MFF     | SeaMonst | Sea Monsters: A Prehistoric Adventure  | 2007 | NGD     |
| Antarc    | Antarctica                                | 1991 | MSI     | Sharks3D | Sharks 3D                              | 2004 | 3D 3DEL |
| AOTD      | Aliens of the Deep                        | 2005 | 3D BVP  | SI       | Survival Island                        | 1995 | IMAX    |
| Bears     | Bears                                     | 2001 | PCI     | SM3      | Spider-Man 3: The IMAX Experience      | 2007 | WB      |
| Beavers   | Beavers                                   | 1988 | SLC     | SOA      | Spirit of American                     | 1999 | unk     |
| BP        | Blue Planet                               | 1990 | IMAX    | SOLOE    | Secret of Life on Earth, The           | 1996 | IMAX    |
| Bugs      | Bugs!                                     | 2003 | 3D SKF  | SOSPI    | SOS Planet                             | 2002 | 3D NGD  |
| CRA       | Coral Reef Adventure                      | 2003 | MFF     | SpaceSta | Space Station                          | 2002 | 3D IMAX |
| CTPA      | China: The Panda Adventure                | 2001 | IMAX    | SU       | Straight Up: Helicopters in Action     | 2002 | SKF     |
| CV        | Cosmic Voyage                             | 1996 | IMAX    | T40      | Titanica (short)                       | 1992 | IMAX    |
| Cyberwor  | Cyberworld 3D                             | 2000 | 3D IMAX | ToFly    | To Fly!                                | 1976 | MFF     |
| DinoAliv  | Dinosaurs Alive                           | 2007 | 3D      | Transfor | Transformers: The IMAX Experience      | 2007 | PPC     |
| DinoGOP   | Dinosaurs 3D: Giants of Patagonia         | 2007 | 3D SHE  | Trex     | T-Rex: Back to the Cretaceous          | 1998 | 3D IMAX |
| DIS       | Destiny in Space                          | 1993 | IMAX    | TRF      | Tropical Rain Forest                   | 1992 | SMM     |
| Dolphins  | Dolphins                                  | 2000 | MFF     | Vulcania | Vulcania                               | 2002 | unk     |
| DS3D      | Deep Sea 3D                               | 2006 | 3D IMAX | WATE     | Wild Australia: The Edge               | 1997 | MSI     |
| ED3D      | Encounter in the Third Dimension          | 1999 | 3D NGD  | Whales   | Whales                                 | 1996 | NGD     |
| EMSH      | Eruption of Mount St. Helens, The         | 1980 | NGD     | Wildfire | Wildfire: Feel the Heat                | 1999 | PCI     |
| Everest   | Everest                                   | 1998 | MFF     | Wolves   | Wolves                                 | 1999 | PCI     |
| FightPil  | Fighter Pilot: Operation Red Flag         | 2004 | K2      | WS3D     | Wild Safari 3D                         | 2005 | 3D NGD  |
| FOK       | Fires of Kuwait                           | 1992 | IMAX    | WTW      | Wired to Win                           | 2005 | NGD     |
| FON       | Forces of Nature                          | 2004 | NGD     | ZionCany | Zion Canyon (aka TOTG)                 | 1994 | BFI     |
| Galapago  | Galapagos                                 | 1999 | 3D IMAX |          |  |      |         |
| GAW       | Great American West, The                  | 1996 | K2      |          |  |      |         |
| GC        | Grand Canyon: The Hidden Secrets          | 1985 | NGD     |          |  |      |         |
| Greece    | Greece: Secrets of the Past               | 2006 | MFF     |          |  |      |         |
| HaunCast  | Haunted Castle                            | 2001 | 3D NGD  |          |  |      |         |
| HC        | Hail Columbia!                            | 1982 | IMAX    |          |  |      |         |
| HCBTD     | Hearst Castle: Building the Dream         | 1996 | NGD     |          |  |      |         |
| HeartSon  | Heartsong                                 | 1994 | unk     |          |  |      |         |
| HOTB      | Hurricane on the Bayou                    | 2006 | MFF     |          |  |      |         |
| HPOOTP    | Harry Potter and the Order of the Phoenix | 2007 | WB      |          |  |      |         |
| HumanBod  | Human Body, The                           | 2001 | NGD     |          |  |      |         |
| India     | India: Kingdom of the Tiger               | 2002 | PCI     |          |  |      |         |
| ITD       | Into the Deep                             | 1994 | 3D IMAX |          |  |      |         |
| JIAC      | Journey into Amazing Caves                | 2001 | MFF     |          |  |      |         |
| L&C       | Lewis & Clark: Great Journey West         | 2002 | NGD     |          |  |      |         |
| L5        | L5: First City in Space                   | 1996 | 3D IMAX |          |  |      |         |
| Lions3D   | Lions 3D: Roar of the Kalahari            | 2007 | 3D NGD  |          |  |      |         |
| LivingSe  | Living Sea, The                           | 1994 | MFF     |          |  |      |         |
| LOLL      | Legend of Loch Lomond, The                | 2002 | SKF     |          |  |      |         |
| LW        | Lost Worlds: Life in the Balance          | 2001 | PCI     |          |  |      |         |
| M3D       | Misadventures in 3D                       | 2003 | 3D NGD  |          |  |      |         |
| M3Dcc     | Misadventures in 3D (ColorCode)           | 2004 | NGD     |          |  |      |         |
| MagDes    | Magnificent Desolation                    | 2005 | 3D IMAX |          |  |      |         |
| MG        | Mountain Gorillas                         | 1992 | IMAX    |          |  |      |         |
| MOE       | Mysteries of Egypt                        | 1998 | NGD     |          |  |      |         |
| MOF       | Magic of Flight, The                      | 1997 | MFF     |          |  |      |         |
| MOTM      | Mystery of the Maya                       | 1995 | BFI     |          |  |      |         |
| MOTN      | Mystery of the Nile                       | 2005 | MFF     |          |  |      |         |
| Mummies   | Mummies: Secrets of the Pharaohs          | 2007 | GSF     |          |  |      |         |
| MysticInd | Mystic India                              | 2005 | GSF     |          |  |      |         |
| NASCAR    | NASCAR 3D: The IMAX Experience            | 2004 | 3D IMAX |          |  |      |         |

October 2007 Bookings Count

| # Film      | # Film      | # Film     | # Film     |
|-------------|-------------|------------|------------|
| 83 SeaMonst | 7 Trex      | 2 Alamo    | 1 HCBTD    |
| 62 Transfor | 6 CRA       | 2 Alaska   | 1 HeartSon |
| 60 HOTB     | 6 Dolphins  | 2 BP       | 1 India    |
| 53 DS3D     | 6 Lions3D   | 2 ITD      | 1 L5       |
| 35 DinoAliv | 6 OO        | 2 JIAC     | 1 LOLL     |
| 28 Alps     | 6 Whales    | 2 LivingSe | 1 MG       |
| 26 WS3D     | 5 AfricAdv  | 2 MOTM     | 1 ND       |
| 25 DinoGOP  | 5 Bears     | 2 RovMars  | 1 Niagara  |
| 21 Sharks3D | 5 Bugs      | 2 SI       | 1 OnGuard  |
| 19 Mummies  | 5 Galapago  | 2 T40      | 1 Ozarks   |
| 17 HaunCast | 5 GC        | 2 Wildfire | 1 Rheged   |
| 17 HPOOTP   | 5 MOF       | 1 Africa   | 1 Roar     |
| 16 SpaceSta | 4 ALBT      | 1 AIA3D    | 1 ROF      |
| 15 MOE      | 4 AlienAdv  | 1 AIWC     | 1 SM3      |
| 14 HumanBod | 4 ToFly     | 1 Amazon   | 1 SOA      |
| 14 MagDes   | 3 Antarc    | 1 AOTD     | 1 SOLOE    |
| 14 MOTN     | 3 Cyberwor  | 1 Beavers  | 1 SOSPI    |
| 11 FON      | 3 Everest   | 1 CTPA     | 1 TRF      |
| 11 OW3D     | 3 LW        | 1 CV       | 1 Vulcania |
| 10 WTW      | 3 M3D       | 1 DIS      | 1 WATE     |
| 9 FightPil  | 3 MysticInd | 1 E3D      | 1 ZionCany |
| 9 Greece    | 3 SU        | 1 EMSH     |            |
| 8 NASCAR    | 3 Wolves    | 1 FOK      |            |
| 7 L&C       | 2 300       | 1 GAW      |            |
| 7 RATW      | 2 AJ        | 1 HC       |            |

| Theater   | Film     | Open     | Close    | Theater   | Film     | Open     | Close    | Theater                                | Film     | Open     | Close    |
|---|----------|----------|----------|---|----------|----------|----------|--|----------|----------|----------|
| Reno Fleisch<br>Richmond Cpx<br>Richmond SMV<br>Roanoke<br>Sacramento Imx | DS3D     | 12/1/06  | 12/31/07 | Sendai CSC<br>Seoul CGV<br>Shakopee<br>Shreveport | HOTB     | 12/26/06 | 12/25/07 | Tianjin<br>Tigard Reg                  | Mummies  | 8/20/07  | 12/31/07 |
|   | HOTB     | 9/7/07   | 3/6/08   |   | SeaMonst | 10/5/07  | 10/5/08  |  | SeaMonst | 10/5/07  | 10/5/08  |
|   | MOTN     | 1/12/07  | 1/11/08  |   | Transfor | 9/21/07  | 11/07    |  | Transfor | 9/21/07  | 11/07    |
|   | Transfor | 9/21/07  | 11/07    |   | DinoGOP  | 4/07     | 10/07    |  | Antarc   | 9/11/07  | 3/9/08   |
|   | Mummies  | 9/4/07   | 1/18/08  |   | Cyberwor | 3/3/06   | 3/2/08   |  | 300      | 10/19/07 |          |
|   | FON      | 6/1/07   | 11/30/07 |   | Dolphins | 5/12/07  | 10/30/07 |  | Transfor | 9/21/07  | 11/07    |
|   | Alps     | 4/6/07   | 4/5/08   |   | DS3D     | 10/1/07  | 5/31/08  |  | MOTN     | 10/21/06 | 10/20/07 |
| Saint Augustine   | HOTB     | 2/07     | 1/15/08  | Singapore DC                                      | HOTB     | 12/23/06 | 12/22/07 | Tijuana                                | OO       | 10/18/01 | 12/31/07 |
|   | HPOOTP   | 8/17/07  | 10/07    |   | MOTN     | 4/7/07   | 4/7/08   |  | LW       | 10/2/07  | 1/4/08   |
|   | Lions3D  | 7/1/07   | 12/31/07 |   | WTW      | 7/7/07   | 7/7/08   |  | DinoGOP  | 4/07     | 10/07    |
|   | SeaMonst | 10/5/07  |          |   | Everest  | 9/1/07   | 2/29/08  |  | Transfor | 9/21/07  | 11/07    |
|   | Transfor | 9/21/07  | 11/07    |   | OnGuard  | 2/13/99  |          |  | MOE      | 1/1/07   | 12/31/07 |
|   | BP       | 4/12/07  | 6/30/08  |   | DinoGOP  | 4/07     | 10/07    |  | WS3D     | 6/1/06   | 12/31/07 |
|   | Dolphins | 6/1/07   | 12/31/07 | Singapore SC                                      | HOTB     | 2/1/07   | 1/31/08  | Toronto OSC                            | HOTB     | 10/15/07 | 10/14/08 |
| Saint Félicien  | HOTB     | 1/12/07  | 1/11/08  |   | Mummies  | 10/1/07  | 3/30/08  |  | T40      | 6/1/07   | 1/6/08   |
|   | L&C      | 1/1/07   | 5/31/08  |   | DinoGOP  | 4/07     | 10/07    |  | DIS      | 2/5/07   | 1/4/08   |
|   | Mummies  | 3/2/07   | 11/1/07  |   | DS3D     | 5/4/06   | 11/3/07  |  | SpaceSta | 5/10/05  | 1/08     |
|   | SeaMonst | 10/5/07  | 3/31/08  |   | WS3D     | 6/30/05  | 6/30/08  |  | DS3D     | 7/17/06  | 7/6/08   |
|   | WS3D     | 3/10/07  | 3/31/08  |   | Amazon   | 10/6/07  |          |  | SeaMonst | 10/5/07  | 10/5/08  |
|   | Bears    | 5/31/06  | 5/31/08  |   | HumanBod | 6/1/06   | 5/31/08  |  | Transfor | 9/21/07  | 11/07    |
|   | Wolves   | 5/31/06  | 5/08     | Sioux Falls                                       | L&C      | 6/1/06   | 5/31/08  | Valencia Spn<br>Vancouver Imx          | Alps     | 10/14/07 | 10/14/08 |
| Saint Louis Arch  | Alaska   | 1/13/07  | 1/2/08   |   | MOE      | 6/1/06   | 5/31/08  |  | AfricAdv | 6/6/07   |          |
|   | GAW      | 1/13/07  | 1/12/08  |   | RATW     | 10/6/07  | 3/30/08  |  | DinoGOP  | 4/20/07  | 10/07    |
|   | HumanBod | 10/1/07  | 9/30/08  |   | WTW      | 5/26/07  | 10/5/07  |  | SeaMonst | 10/5/07  |          |
|   | SeaMonst | 10/5/07  | 10/5/08  |   | AlienAdv | 7/1/07   | 6/30/08  |  | WS3D     | 4/8/05   | 12/31/07 |
|   | WTW      | 6/15/07  | 1/3/08   |   | Bugs     | 9/21/07  |          |  | HOTB     | 12/23/06 | 12/22/07 |
|   | Transfor | 9/21/07  | 11/07    |   | Cyberwor | 10/13/06 | 10/12/07 |  | HumanBod | 10/22/04 | 6/30/08  |
|   | ALBT     | 3/9/07   | 6/30/08  | Sofia CC  | Galapago | 2/5/07   | 2/4/08   | Vancouver TWS                          | Mummies  | 6/15/07  | 6/30/08  |
| Saint Michael Cmg<br>Saint Paul   | Greece   | 5/1/07   | 11/1/07  |   | SpaceSta | 2/16/07  | 1/31/08  |  | Transfor | 9/21/07  | 11/07    |
|   | HOTB     | 12/22/06 | 12/21/07 |   | Alps     | 5/30/07  | 5/29/08  |  | OW3D     | 5/11/07  | 12/31/07 |
|   | ROF      | 9/19/07  |          |   | Dolphins | 7/1/07   | 6/30/08  |  | Greece   | 2/16/07  | 2/15/08  |
|   | HaunCast | 10/5/07  | 10/4/08  |   | FON      | 8/20/04  | 6/30/08  |  | SeaMonst | 10/19/07 | 10/9/08  |
|   | DS3D     | 5/17/07  | 5/16/08  |   | GC       | 6/1/07   | 11/30/07 |  | T40      | 4/17/07  | 10/31/07 |
|   | Trex     | 4/25/07  | 4/24/08  |   | HOTB     | 3/16/07  | 3/15/08  |  | WS3D     | 6/29/07  | 6/28/08  |
|   | DinoAliv | 5/26/07  | 11/26/07 | Speyer Imax<br>Spokane                            | HPOOTP   | 7/11/07  | 10/4/07  | Virginia Beach                         | DinoAliv | 4/11/07  | 4/1/08   |
| Saitama Omi<br>Salt Lake City CP  | DS3D     | 3/3/06   | 3/2/08   |   | JIAC     | 7/1/07   | 6/30/08  |  | DS3D     | 3/3/06   | 9/1/08   |
|   | Everest  | 6/15/06  | 12/07    |   | L&C      | 2/10/06  | 2/31/08  |  | SeaMonst | 10/5/07  | 10/5/08  |
|   | MOTN     | 1/5/07   | 1/4/08   |   | MOF      | 1/1/07   | 6/30/08  |  | FON      | 1/1/06   | 12/31/07 |
|   | SeaMonst | 10/5/07  | 10/5/08  |   | SeaMonst | 10/5/07  | 10/5/08  |  | Vulcania | 2/22/02  |          |
|   | ToFly    | 6/15/06  | 12/07    |   | SeaMonst | 10/5/07  | 10/5/07  |  | DinoAliv | 7/6/07   | 12/31/07 |
|   | Alamo    |          |          |   | Transfor | 9/21/07  | 11/07    | Wakayama<br>Warner Robins<br>Warsaw CC | ToFly    | 7/92     |          |
|   | HOTB     | 12/22/06 | 12/21/07 | Stockholm   | DS3D     | 5/11/07  | 5/10/08  |  | DinoAliv | 9/3/07   | 2/3/08   |
| San Antonio 2D  | Alamo    | 2/20/07  |          |   | HumanBod | 11/30/01 | 12/31/07 |  | M3D      | 6/1/07   | 12/31/07 |
|   | DS3D     | 1/5/07   | 1/4/08   |   | WTW      | 2/1/07   | 1/31/08  |  | OW3D     | 2/23/07  | 12/31/07 |
|   | OO       | 3/31/01  | 12/07    |   | Alps     | 6/25/07  | 6/24/08  |  | WS3D     | 9/1/07   | 12/08    |
|   | 300      | 10/19/07 |          |   | HOTB     | 9/4/07   | 9/3/08   |  | FightPil | 3/11/05  | 5/08     |
|   | Transfor | 9/21/07  | 11/07    | Sudbury   | DinoAliv | 9/27/07  |          | Washington NASM                        | MagDes   | 9/23/05  |          |
|   | AIWC     | 6/28/07  | 9/30/08  |   | DinoGOP  | 4/07     | 10/07    |  | ToFly    | 7/1/76   |          |
|   | Alps     | 3/30/07  | 10/4/07  |   | DS3D     | 5/25/06  | 5/24/08  |  | Lions3D  | 2/1/07   | 2/28/08  |
| San Antonio 3D  | CRA      | 10/1/06  | 9/30/08  |   | HaunCast | 9/20/01  | 12/07    |  | SeaMonst | 10/5/07  | 10/5/08  |
|   | DinoAliv | 6/22/07  | 1/15/08  |   | Lions3D  | 2/23/07  | 3/08     |  | Sharks3D | 11/1/06  | 12/31/07 |
|   | Dolphins | 6/28/07  | 10/31/07 | Sydney WBS  | MagDes   | 10/20/05 |          | West Nyack Imx                         | SeaMonst | 10/5/07  |          |
|   | Everest  | 9/1/06   | 9/30/08  |   | Mummies  | 4/15/07  | 12/31/07 |  | Transfor | 9/21/07  | 11/07    |
|   | FON      | 5/28/04  | 9/30/08  |   | SeaMonst | 9/20/07  | 9/20/08  |  | SM3      |          | 9/14/07  |
|   | HumanBod | 1/1/07   | 9/30/08  |   | Alps     | 7/15/07  | 7/14/08  | Washington NMNH                        | Transfor | 9/21/07  | 11/07    |
|   | JIAC     | 6/28/07  | 9/30/08  | Syracuse  | DS3D     | 5/9/07   | 11/30/07 |  | Transfor | 9/21/07  | 11/07    |
| San Diego NHM<br>San Diego Reg  | L&C      | 8/2/02   | 12/08    |   | HOTB     | 2/3/07   | 5/4/08   |  | MOE      | 8/1/05   | 12/31/07 |
|   | LivingSe | 6/28/07  | 6/30/08  |   | SU       | 10/20/07 | 2/20/08  |  | SeaMonst | 10/5/07  | 10/5/08  |
|   | MOE      | 11/1/01  | 9/08     |   | Mummies  | 9/20/07  | 9/20/08  |  | Sharks3D | 6/1/07   | 12/31/07 |
|   | MOTN     | 6/28/07  | 9/30/08  | Taipei AM<br>Tallahassee                          | Bugs     | 9/19/07  |          | Woodridge Cmk                          | SeaMonst | 10/5/07  |          |
|   | SeaMonst | 10/5/07  | 10/5/08  |   | HOTB     | 6/15/07  | 6/14/08  |  | Transfor | 9/21/07  | 11/07    |
|   | Whales   | 10/1/06  | 9/30/08  |   | HPOOTP   | 7/27/07  | 10/28/07 |  | LivingSe | 8/30/07  | 11/30/07 |
|   | SeaMonst | 10/5/07  | 11/15/07 |   | MagDes   | 9/1/07   | 9/1/08   |  | HOTB     | 5/11/07  | 11/10/07 |
| San Francisco AMC   | Transfor | 9/21/07  | 11/07    |   | Sharks3D | 3/2/07   | 12/31/07 |  | L&C      | 6/15/02  | 12/08    |
|   | HOTB     | 1/10/07  | 1/9/08   |   | SpaceSta | 9/1/07   | 9/1/08   |  | Wolves   | 4/4/07   | 12/3/08  |
|   | HumanBod | 6/1/07   | 2/1/08   | Tampa Cha<br>Tampa MOSI                           | Transfor | 9/21/07  | 11/07    | Xalapa<br>Yellowstone                  | HOTB     | 5/11/07  | 11/10/07 |
|   | MOE      | 1/1/07   | 12/31/07 |   | DinoGOP  | 4/17/07  | 10/07    |  | L&C      | 6/15/02  | 12/08    |
|   | HCBTD    | 8/17/96  |          |   | DS3D     | 5/4/07   | 12/31/07 |  | Wolves   | 4/4/07   | 12/3/08  |
|   | Antarc   | 9/12/07  |          |   | HOTB     | 2/9/07   | 12/21/07 |  | SeaMonst | 10/5/07  |          |
|   | HPOOTP   | 7/11/07  | 10/25/07 |   | HPOOTP   | 8/17/07  | 10/07    |  | Transfor | 9/21/07  | 11/07    |
|   | Transfor | 9/21/07  | 11/07    |   | Transfor | 9/21/07  | 11/07    | Ypsilanti NA                           | RATW     | 3/1/07   | 10/31/07 |
| Sasebo<br>Schenectady<br>Seattle PSC 2                                    | WS3D     | 10/1/07  | 12/31/07 | Tarentum Cmk<br>Tempe Imx                         | AfricAdv | 6/15/07  |          |  | ZionCany | 5/24/94  |          |
|   | Bugs     | 9/29/07  | 4/29/08  |   | Alps     | 3/23/07  | 8/22/08  |  |          |          |          |
|   | Alps     | 3/30/07  | 3/29/08  |   | HOTB     | 6/15/07  | 6/14/08  |  |          |          |          |
|   | DinoAliv | 5/19/07  | 12/1/07  |   |          |          |          |  |          |          |          |
|   |          |          |          |   |          |          |          |  |          |          |          |
|   |          |          |          |   |          |          |          |  |          |          |          |
|   |          |          |          |   |          |          |          |  |          |          |          |

# THE BIZ

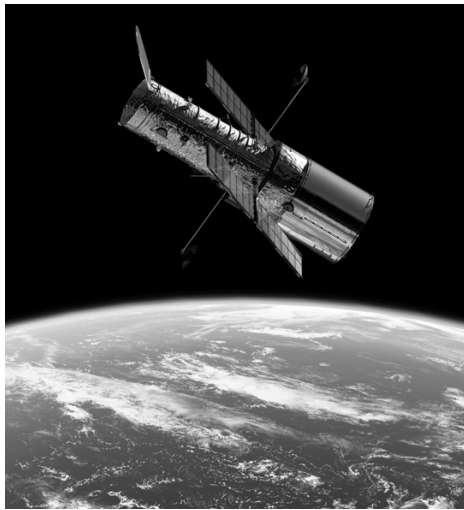
## DEALS

Three prototype units are expected to be installed in the second quarter of 2008; another three prototypes will be installed “shortly thereafter.” According to Imax, “once these prototypes meet performance specifications, Imax expects to proceed with a full rollout” in the last half of 2008.

Although the company did not explicitly state the locations of the first digital theaters, the press release referred to the recently signed deals with Regal Cinemas, Muvico, Goodrich Quality Theaters, and China’s Wanda Line Cinema Corp., each of which included digital systems. (*See item above.*) Regal’s digital systems are slated for Seattle and two western U.S. cities. Muvico’s first digital system is set for East Rutherford, NJ.

Although no plans to install prototypes had been revealed earlier, the announcement doesn’t appear to significantly advance the rollout of production units from the previously announced date of late 2008 or 2009. Imax has demonstrated a prototype unit for studio reps, filmmakers, theater operators, and test audiences at an AMC multiplex near its Mississauga headquarters outside Toronto. (*See article on the digital projector on page 10.*)

**Imax, Warner announce space film**  
In late September, **Imax Corporation** and **Warner Bros. Pictures** announced



An artist’s rendering of the Hubble Space Telescope.

that they were partnering to produce the next IMAX space film, in cooperation with the U.S. **National Aeronautics and Space Administration**. The film, tentatively titled ***Hubble 3D***, will “chronicle the life story of the Hubble Space Telescope,” and will feature 3D footage captured in space during the telescope’s final service mission next August.

The film is being produced by the same team that made ***Space Station 3D***, and most of the previous space films, including producer/director **Toni Myers** and executive producer (and Imax founder) **Graeme Ferguson**. It is set for release in early 2010.

**Theaters in SC and UK close**  
The IMAX theaters in Charleston, SC, and Belfast, Northern Ireland, closed suddenly and with little explanation in September.

**Rivers Enterprises Real Estate, Inc.**, owner of the **Charleston IMAX Theatre**, announced that the seven-year-old 3D theater “is no longer financially viable” and closed the theater on Sept. 17. Local press reports quoted the developer as saying that it is undertaking “a complete review of its role as part of Aquarium Wharf,” the attraction that hosted the theater. Theater manager **Lisa Buzzelli** did not respond to *LF Examiner’s* questions about the closure or the future of the 426-seat auditorium.

At nearly the same time, the Web site of the **Sheridan IMAX Cinema** in Belfast announced that the theater is “closed until further notice due to refurbishment.” This coincided with a BBC News report that the lease for the Odyssey Pavilion, the retail center in which the theater is located, is being sold by the **Sheridan Group**, which developed it. The BBC story said that the new owner, **Auburn Holdings**, would review some of the operations, “in particular the IMAX Cinema, which has not been as successful as other outlets in the complex.” The 380-seat 3D theater opened in November 2001. Sheri-

dan did not respond to *LFX’s* request for comment.

**MFF gets Dave Matthews music**  
The **Dave Matthews Band** will provide songs and music for **MacGillivray Freeman Films’** next giant-screen film, ***Grand Canyon Adventure***, which is set to open on March 22, 2008. The band’s bassist, **Stefan Lessing**, is composing and arranging the score with **Steve Wood**, who has scored many previous MFF titles.

MacGillivray also announced that **Kohler Co.** has signed a sponsorship deal for the film. Kohler is a “leader in kitchen and bath design and technology,” and will join presenting sponsor **Teva**, a maker of sport footwear, in supporting a multimillion-dollar national marketing campaign for the film.

*Grand Canyon Adventure* will feature a trip down the Colorado River with **Robert F. Kennedy, Jr.**, to highlight the world’s looming fresh water crisis.

**Two more for MediaMerge**  
**Virginia Aquarium and Marine Science Center** in Virginia Beach, VA, and the **Museum of Science** in Boston have selected **MediaMerge, Inc.**, of Birmingham, AL, to provide service for their respective IMAX theaters. They bring to 14 the number of giant-screen theaters MediaMerge supports under **Imax Corporation’s** Service Partnership Program.

**PERSONNEL**  
**Horn promoted by Thorburn**  
**Thorburn Associates** has promoted **Jim Horn** to associate principal in the company’s North Carolina office. He continues to head business development for the acoustic consulting firm whose main office is in Casto Valley, CA.

Horn has been with Thorburn in the position of senior consultant for nine years, and has been involved in system design for museums, planetariums, and LF theaters for 37 years.

# The Giant Screen Cinema Association Conference



The IMAX Theatre at Canada Place.

(from *GSCA* on page 1)

jected release dates from the producers, and may vary from those given in the conference program.

### Professional development

On Saturday, Sept. 22, before the official start of the conference, the association held a New Members’ Workshop, billed as a “boot camp for beginners.” Emceed by the Smithsonian’s **Toby Mensforth** and **Imax Corporation’s Fred Guy**, the three-hour session acquainted newcomers to the industry and to the association with the basics of marketing, launching, and operating giant-screen films and theaters. It included presentations by **Diane Carlson** from the **Pacific Science Center**, **Mary Jane Dodge** of **MacGillivray Freeman Films**, and **Imax’s Karen Dinsmore**.

**Mission and Money.** Presenters: **Toby Mensforth**, **Smithsonian Business Ventures**; **Gordon Stalans**, **Tennessee Aquarium**; **Joe Deamicis**, **California Science Center**; **Mark Britell**, **Oregon Museum of Science and Industry**; **Mary Sellers**, **Science Center of Iowa**. The theme was the changing nature of theater programming, and the pressure, even among non-profit organizations, to make money through

means that may appear to conflict with the institution’s mission, such as DMR films. Mensforth characterized IMAX as the “Concorde of film formats. It’s been around for 30-odd years and there’s nothing better out there. Nobody’s built anything any better, any faster, any cooler. But it’s been around for a while, so people

are getting used to us.” Marketing practices that used to work are no longer as effective, and films don’t have the same lifespans they once did. On the plus side, profit initiatives are now more acceptable to non-profit organizations than in previous years, and income from business activities is usually more reliable. But at the same time, sponsors and other donors are seeking more exposure in exchange for their contributions. “They don’t want to just hand us money any more. They want visibility within our museums, they want to get at our core constituency. That’s hard for us to do.” Institutions are struggling with these changes. “They want the money. But they don’t want to change culturally. The economics and the mission are in conflict.” These issues also confuse the filmmakers who provide product to the theaters and the visitors to the museums. “They don’t know what to make of it when the Smithsonian plays *Transformers*.”

Stalans explained that the Tennessee Aquarium and IMAX theater were developed as part of a US\$100 million plan to revitalize downtown Chattanooga, but they were charged with being self-supporting. About 75% of his visitors come from outside the metro area, from as

far as three hours away, including people from cities that also have IMAX theaters. This has an effect on how he programs his theater. The “vast majority” of his films are mission-related natural science films, but Stalans doesn’t see “mission” and “money” as mutually exclusive. His mission includes “meeting or exceeding guest expectations.” This means he booked *NASCAR 3D*, since the wider community includes many racing fans who expected his theater to show it. The theater also partners with other community organizations to support events like “Holiday Nights in Chattanooga” with a holiday-themed giants-screen film. And he said that at the right time of year, second-tier DMR films that don’t take up the whole schedule have “improved our bottom line.” But in the summer, when traffic is heavy, they have found that Hollywood fare isn’t as lucrative as traditional LF films.

Deamicis proclaimed that he is a purist, both from practical and philosophical standpoints. “The practical side of it is that...50% of our budget comes from the state of California...and we would probably jeopardize that funding if it became too apparent to our funders that we were showing commercial fare.” They have been able to “make mission and money



Mary Sellers, Science Center of Iowa.

| Theater          | Film     | Open     | Close    | Theater          | Film     | Open     | Close    | Theater          | Film     | Open     | Close    |
|------------------|----------|----------|----------|------------------|----------|----------|----------|------------------|----------|----------|----------|
| Kofu             | OO       | 4/15/07  | 11/15/07 | Manila           | DS3D     | 8/28/07  | 8/27/08  |                  | OW3D     | 7/29/04  | 12/31/07 |
| Kolkata Aer      | FON      | 10/14/07 | 10/31/08 |                  | NASCAR   | 5/21/06  | 5/20/08  |                  | Sharks3D | 3/24/05  | 12/31/07 |
| Krakow CC        | DinoAliv | 9/3/07   | 2/3/08   |                  | Trex     | 8/25/07  | 8/24/08  |                  | SI       | 3/22/07  | 3/21/08  |
|                  | MagDes   | 2/24/06  | 2/23/08  | Matsusaka        | DinoGOP  | 4/07     | 10/07    |                  | WS3D     | 6/30/05  |          |
|                  | OW3D     | 5/18/07  | 12/31/07 | McMinnville      | FightPil | 3/15/07  | 3/14/08  | Oakland          | DinoAliv | 6/20/07  | 6/20/08  |
|                  | WS3D     | 10/14/05 | 12/31/07 |                  | MagDes   | 4/14/07  | 4/13/08  | Oklahoma City    | HOTB     | 3/9/07   | 3/8/08   |
| KSC 2            | MagDes   | 9/23/05  |          |                  | SeaMonst | 10/5/07  | 10/5/08  | Olathe AMC       | SeaMonst | 10/5/07  | 11/15/07 |
| Kuala Lumpur Di  | Cyberwor | 10/27/05 | 10/26/07 | Melbourne MV     | DS3D     | 4/13/06  | 4/12/08  | Omaha Zoo        | DinoAliv | 5/4/07   | 4/4/08   |
|                  | HumanBod | 4/1/07   | 3/31/08  |                  | HaunCast | 9/13/01  | 12/07    |                  | DS3D     | 6/1/06   | 12/31/07 |
|                  | OW3D     | 8/30/07  | 12/31/07 |                  | MOE      | 1/1/07   | 12/31/07 |                  | Mummies  | 5/2/07   | 5/1/08   |
|                  | Sharks3D | 8/17/06  | 12/31/07 |                  | SeaMonst | 9/20/07  | 9/20/08  | Ontario Reg      | Transfor | 9/21/07  | 11/07    |
| Kuwait City      | DS3D     | 10/13/07 | 4/12/08  |                  | WS3D     | 6/8/05   | 12/31/07 | Orlando Reg      | SeaMonst | 10/5/07  | 11/15/07 |
|                  | FOK      | 4/17/00  | 4/08     | Memphis Pink     | DS3D     | 6/23/07  | 2/29/08  |                  | Transfor | 9/21/07  | 11/07    |
|                  | NASCAR   | 6/13/07  | 12/20/07 |                  | HOTB     | 2/3/07   | 2/2/08   | Orlando SC       | DinoAliv | 6/15/07  | 12/31/07 |
|                  | OW3D     | 10/23/06 | 12/31/07 |                  | MagDes   | 3/4/06   | 2/1/08   |                  | HOTB     | 3/16/07  | 3/15/08  |
| Laie             | CRA      | 1/26/05  | 12/07    |                  | SeaMonst | 10/5/07  |          |                  | Mummies  | 9/15/07  | 5/30/08  |
| Langley Cpx      | Transfor | 9/21/07  | 11/07    | Menlyn           | DS3D     | 6/24/07  | 1/23/08  | Osaka Sci        | DinoGOP  | 4/07     | 10/07    |
| Lansing Cel      | SeaMonst | 10/5/07  |          |                  | NASCAR   | 7/18/07  | 1/17/08  |                  | LW       | 10/2/07  | 1/31/08  |
|                  | Transfor | 9/21/07  | 11/07    | Mesa DT          | SeaMonst | 10/5/07  | 10/5/08  | Osaka Sun        | DS3D     | 9/1/06   | 7/31/08  |
| Las Palmas       | MOTN     | 12/10/06 | 12/9/07  | Mexicali         | OO       | 1/10/07  | 6/30/08  | Oviedo Yel       | DS3D     | 2/1/07   | 1/31/08  |
| Las Vegas Bre    | Transfor | 9/21/07  | 11/07    |                  | SpaceSta | 12/24/06 | 3/31/08  | Paris Gau        | Transfor | 9/21/07  | 11/07    |
| Las Vegas Lux    | DinoGOP  | 4/07     | 10/07    | Mexico City Pap  | DinoGOP  | 4/07     | 10/07    | Paris Geo        | DinoGOP  | 4/07     | 10/07    |
|                  | DS3D     | 3/3/06   | 12/31/07 |                  | WTW      | 9/13/07  | 5/12/08  |                  | DS3D     | 4/1/07   | 5/31/08  |
|                  | FightPil | 12/10/04 | 12/31/07 | Milwaukee        | Alps     | 9/7/07   | 3/20/08  | Parker           | Beavers  | 11/1/06  | 12/31/07 |
|                  | SeaMonst | 10/5/07  | 12/31/08 |                  | DinoAliv | 9/12/07  |          |                  | Wildfire | 9/1/07   | 2/29/08  |
| Lehi             | DinoAliv | 5/25/07  | 5/31/08  |                  | MG       | 6/1/07   | 12/31/07 | Penrith          | Rheged   | 7/1/00   |          |
|                  | DinoGOP  | 4/07     | 10/07    | Mississauga Cpx  | Transfor | 9/21/07  | 11/07    | Pensacola        | HOTB     | 12/22/06 | 12/21/07 |
|                  | SeaMonst | 10/5/07  | 1/5/08   | Mobile           | Greece   | 1/15/07  | 1/15/08  |                  | MOF      | 1/18/96  |          |
| Leon Exp         | Galapago | 6/1/07   | 11/30/07 |                  | HOTB     | 6/4/07   | 6/3/08   | Philadelphia     | HOTB     | 1/5/07   | 1/4/08   |
| Lincolnshire Reg | Transfor | 9/21/07  | 11/07    |                  | SeaMonst | 10/5/07  | 10/5/08  |                  | SeaMonst | 10/5/07  | 10/5/08  |
| Little Rock AEC  | India    | 8/25/07  | 12/25/07 | Montreal Cpx     | Transfor | 9/21/07  | 11/07    |                  | SpaceSta | 10/1/07  | 6/15/08  |
| Loch Lomond      | LOLL     | 7/24/02  |          | Montreal SC      | Alps     | 4/24/07  | 4/23/08  |                  | WTW      | 10/6/06  | 10/31/07 |
| Lodz CC          | SeaMonst | 10/5/07  |          |                  | HaunCast | 10/3/07  | 11/4/07  | Phoenix AMC      | Transfor | 9/21/07  | 11/07    |
|                  | Sharks3D | 9/9/07   | 12/31/07 |                  | HOTB     | 3/15/07  | 3/14/08  | Phoenix ASC      | DS3D     | 5/29/07  | 10/4/07  |
|                  | DS3D     | 9/3/06   | 12/31/07 | Moscow           | SeaMonst | 10/5/07  | 10/5/08  |                  | SeaMonst | 10/5/07  | 10/5/08  |
|                  | HaunCast | 12/1/01  | 12/07    |                  | AfricAdv | 10/11/07 | 10/10/08 | Pitea            | CRA      | 9/15/07  | 1/31/08  |
|                  | Lions3D  | 2/9/07   | 2/08     |                  | DinoGOP  | 4/07     | 10/07    |                  | MOTN     | 9/15/07  | 12/31/07 |
|                  | MOE      | 2/1/06   | 12/31/07 |                  | DS3D     | 5/31/06  | 5/31/08  | Pittsburgh CSC   | DinoAliv | 9/7/07   | 2/29/08  |
|                  | SeaMonst | 10/20/07 | 10/20/09 |                  | Galapago | 10/24/05 | 11/1/07  |                  | HOTB     | 12/26/06 | 12/25/07 |
|                  | WS3D     | 5/20/05  | 12/31/07 |                  | HaunCast | 1/1/04   | 12/08    |                  | SeaMonst | 10/5/07  | 10/5/08  |
| London SM        | DinoAliv | 5/25/07  | 1/31/08  |                  | Lions3D  | 2/20/07  | 2/20/08  | Poitiers Imax 3D | DS3D     | 2/1/07   | 1/31/08  |
|                  | DS3D     | 3/3/06   | 3/2/08   |                  | MagDes   | 4/12/06  | 4/14/08  | Portage GQT      | DinoGOP  | 4/07     | 10/07    |
|                  | FON      | 2/24/06  |          |                  | OW3D     | 10/9/04  | 10/30/07 |                  | L&C      | 4/15/07  | 4/30/08  |
|                  | Lions3D  | 2/9/07   | 2/08     |                  | SeaMonst | 10/5/07  |          |                  | SeaMonst | 10/5/07  | 10/5/08  |
|                  | SeaMonst | 10/20/07 | 10/20/09 |                  | Sharks3D | 4/14/05  | 10/30/07 | Portland OMSI    | Alps     | 3/21/07  | 3/20/08  |
|                  | Sharks3D | 2/6/06   | 12/31/07 |                  | DS3D     | 5/20/07  | 12/31/07 |                  | Antarc   | 10/9/07  |          |
|                  | WS3D     | 5/20/05  | 12/31/07 |                  | Sharks3D | 5/9/07   | 12/31/07 |                  | HOTB     | 1/12/07  | 1/11/08  |
| Los Angeles AMC  | Transfor | 9/21/07  | 11/07    |                  | SpaceSta | 5/20/07  | 12/31/07 |                  | HumanBod | 6/7/07   | 10/7/07  |
| Los Angeles CSC  | DinoAliv | 3/30/07  | 3/30/08  |                  | WS3D     | 5/9/07   | 4/30/08  |                  | MOE      | 7/1/06   | 12/31/07 |
|                  | SeaMonst | 10/5/07  | 10/5/08  | Nagasaki SM      | OO       | 10/13/07 | 3/30/08  |                  | SeaMonst | 10/5/07  | 10/5/08  |
|                  | WTW      | 6/29/07  | 11/29/07 | Nagoya OT        | LW       | 10/1/07  | 3/31/08  | Poznan CC        | Bugs     | 9/4/07   |          |
|                  | Transfor | 9/21/07  | 11/07    | Nanjing YSTC     | Trex     | 1/15/07  | 1/14/08  |                  | E3D      | 10/11/05 | 12/08    |
| Los Angeles NA   | SeaMonst | 10/5/07  | 11/15/07 | Nashville Reg    | SeaMonst | 10/5/07  | 11/15/07 |                  | SeaMonst | 10/5/07  |          |
| Louisville SC    | HOTB     | 3/21/07  | 5/25/08  |                  | Transfor | 9/21/07  | 11/07    | Prague CC        | DinoAliv | 9/18/07  | 2/20/08  |
|                  | MOTN     | 1/15/06  | 10/15/07 | Natick JF        | SeaMonst | 10/5/07  | 10/5/08  |                  | DS3D     | 4/26/07  | 4/25/08  |
|                  | WTW      | 9/1/07   | 5/31/08  |                  | Transfor | 9/21/07  | 11/07    |                  | MagDes   | 1/17/07  | 1/16/08  |
| Lubbock          | Alps     | 3/15/07  | 3/16/08  | New Delhi ICC    | ND       |          |          |                  | Sharks3D | 1/12/06  | 12/31/07 |
|                  | HOTB     | 6/8/07   | 6/7/08   | New Orleans      | OW3D     | 5/25/07  | 12/31/07 |                  | WS3D     | 5/1/06   | 12/31/07 |
| Lucerne          | Bears    | 12/1/06  | 11/30/07 |                  | SeaMonst | 10/5/07  | 10/5/08  | Providence Imx   | HOTB     | 1/15/07  | 1/14/08  |
|                  | DS3D     | 9/1/07   | 8/31/08  |                  | Sharks3D | 5/26/06  | 12/31/07 |                  | HPOOTP   | 9/12/07  |          |
|                  | HOTB     | 10/15/07 | 10/14/08 |                  | Transfor | 9/21/07  | 11/07    |                  | SeaMonst | 10/5/07  |          |
|                  | MOE      | 9/1/06   | 11/20/07 | New Rochelle Reg | SeaMonst | 10/5/07  | 11/15/07 | Quebec           | Bugs     | 3/2/07   | 3/2/08   |
|                  | SI       | 2/9/07   | 11/30/07 | New York AMC     | Transfor | 9/21/07  | 11/07    |                  | DinoGOP  | 4/07     | 10/07    |
| Madrid           | DS3D     | 9/19/07  | 9/18/08  |                  | DinoAliv | 5/18/07  | 5/1/08   |                  | DS3D     | 6/23/06  | 12/31/07 |
|                  | HaunCast | 6/12/02  | 12/08    | New York AMNH    | Niagara  | 7/1/86   |          |                  | HaunCast | 9/29/06  | 1/31/08  |
|                  | Sharks3D | 9/10/06  | 12/31/07 | Norwalk          | Alps     | 10/4/07  | 1/17/08  |                  | NASCAR   | 6/23/07  | 12/31/07 |
| Malaga Yel       | FON      | 3/25/06  | 3/1/08   |                  | Greece   | 6/15/07  | 12/14/08 |                  | SpaceSta | 10/12/07 | 10/11/08 |
|                  | MOTN     | 6/15/07  | 6/15/08  |                  | TRF      | 10/07    | 1/08     | Raleigh Exp      | HOTB     | 10/5/07  | 10/4/08  |
|                  | OW3D     | 1/12/07  | 12/31/07 |                  | Whales   | 1/07     | 12/07    |                  | SeaMonst | 10/5/07  | 10/5/08  |
| Manchester NA    | SeaMonst | 10/5/07  |          | Nuremberg        | ALBT     | 12/21/06 | 12/31/07 |                  | Sharks3D | 3/1/07   | 12/31/07 |
|                  | Transfor | 9/21/07  | 11/07    |                  | Bears    | 9/1/07   | 8/31/08  |                  | Transfor | 9/21/07  | 11/07    |
| Manchester UCI   | AOTD     | 10/2/07  |          |                  | Greece   | 6/1/06   | 10/1/07  | Reading JF       | HPOOTP   | 7/11/07  | 10/4/07  |
|                  | HPOOTP   | 7/12/07  | 10/17/07 |                  | HaunCast | 5/28/03  | 12/31/07 |                  | SeaMonst | 10/5/07  | 10/5/08  |
|                  | MOE      | 7/1/06   | 12/31/07 |                  | HOTB     | 6/15/07  | 6/14/08  |                  | Transfor | 9/21/07  | 11/07    |
|                  | SeaMonst | 10/20/07 | 10/20/08 |                  | L5       | 5/31/07  | 5/30/08  | Regina           | Alps     | 6/1/07   | 5/31/08  |

| Theater         | Film     | Open     | Close    | Theater            | Film      | Open     | Close    | Theater             | Film      | Open     | Close    |
|-----------------|----------|----------|----------|--------------------|-----------|----------|----------|---------------------|-----------|----------|----------|
| Branson         | Ozarks   | 1/93     | 12/07    | Denver CC Reg      | Transfor  | 9/21/07  | 11/07    | Halifax             | MOF       | 2/1/07   | 12/31/07 |
| Budapest CC     | Trex     | 10/1/07  | 9/30/08  | Denver MNS         | Transfor  | 9/21/07  | 11/07    | Hampton             | Mummies   | 10/8/07  | 3/31/08  |
| Buford Reg      | Transfor | 9/21/07  | 11/07    |                    | Alps      | 10/4/07  | 10/3/08  |                     | Transfor  | 9/21/07  | 11/07    |
| Cairo MEC       | Trex     | 5/1/07   | 4/30/08  |                    | HOTB      | 3/16/07  | 3/15/08  |                     | DinoAliv  | 9/28/07  |          |
| Calgary Cpx     | Transfor | 9/21/07  | 11/07    | Des Moines         | HOTB      | 3/9/07   | 3/8/08   |                     | FightPil  | 12/10/04 | 12/31/07 |
| Calgary TWS     | DinoGOP  | 4/07     | 10/07    |                    | HumanBod  | 9/28/07  | 9/30/08  |                     | MOE       | 8/1/05   | 12/31/07 |
|                 | HumanBod | 2/16/06  | 6/30/08  |                    | SeaMonst  | 10/5/07  | 10/5/08  |                     | Mummies   | 3/18/07  | 3/15/08  |
|                 | Whales   | 2/1/06   | 6/30/08  | Detroit SC         | HOTB      | 12/22/06 | 12/21/07 | Harbin              | OO        | 6/15/07  | 12/30/07 |
|                 | WS3D     | 12/26/06 | 6/30/08  |                    | SeaMonst  | 10/5/07  | 10/5/08  |                     | SpaceSta  | 5/1/07   | 12/31/07 |
| Castle Rock     | EMSH     | 3/92     |          |                    | HeartSon  | 3/31/07  | 12/31/07 | Harrisburg          | HOTB      | 1/6/07   | 1/5/08   |
| Cathedral City  | Mummies  | 8/17/07  | 8/1/08   | Dollywood          | SOLOE     | 12/28/06 | 12/27/07 | Hastings            | Greece    | 3/1/07   | 2/28/08  |
| Cedar Rapids    | FightPil | 6/22/07  | 10/21/07 | Dongguan STM       | DS3D      | 10/23/06 | 12/22/07 |                     | Wolves    | 6/7/07   | 3/3/08   |
|                 | RATW     | 9/4/07   | 12/31/07 | Dubai              | Transfor  | 9/21/07  | 11/07    |                     | WS3D      | 9/10/07  | 3/3/08   |
| Chantilly       | Alps     | 10/5/07  | 2/1/08   | Dublin Reg         | DS3D      | 5/4/07   | 5/4/08   | Hibbing             | Bears     | 9/1/07   | 8/31/08  |
|                 | FightPil | 12/10/04 | 5/31/08  | Duluth             | HaunCast  | 10/1/07  | 10/31/07 |                     | HumanBod  | 9/1/07   | 12/31/07 |
|                 | MagDes   | 9/4/07   | 4/30/08  |                    | HOTB      | 12/22/06 | 12/21/07 | Hong Kong Airport   | SU        | 3/1/07   | 3/1/08   |
|                 | Transfor | 9/21/07  | 11/07    |                    | MagDes    | 11/3/06  | 12/31/07 | Hong Kong SM        | DS3D      | 8/1/07   | 1/31/08  |
| Charleston SC   | Alps     | 4/13/07  | 3/29/08  | Durban             | DinoGOP   | 4/07     | 10/07    | Hong Kong UA        | CTPA      | 6/1/07   | 11/30/07 |
|                 | Greece   | 3/16/07  | 3/15/08  |                    | MOE       | 1/1/06   | 12/31/07 |                     | ITD       | 9/1/07   | 2/29/08  |
|                 | HOTB     | 2/1/07   | 1/31/08  |                    | MOF       | 5/1/07   | 4/30/08  | Hooksett Zya        | NASCAR    | 9/19/07  |          |
|                 | Transfor | 9/21/07  | 11/07    | Dwingeloo          | Roar      | 7/1/07   | 6/30/08  |                     | SeaMonst  | 10/5/07  | 10/5/08  |
| Charleston WV   | L&C      | 10/6/07  | 1/31/08  | Edmonton Cpx       | Transfor  | 9/21/07  | 11/07    |                     | SpaceSta  | 8/28/07  | 12/31/07 |
|                 | MOTN     | 7/7/07   | 7/6/08   | Edmonton TWS       | Alps      | 10/4/07  | 10/3/08  |                     | Transfor  | 9/21/07  | 11/07    |
| Charlotte       | HOTB     | 1/15/07  | 1/14/08  |                    | DinoAliv  | 5/18/07  | 5/1/08   | Houston MNS         | Alps      | 7/12/07  | 7/11/08  |
|                 | HumanBod | 6/13/07  | 10/25/07 |                    | HOTB      | 1/26/07  | 1/25/08  |                     | DS3D      | 3/9/07   | 3/8/08   |
|                 | SeaMonst | 10/5/07  | 10/5/08  | Eilat Epic         | MysticInd | 9/10/07  |          |                     | HOTB      | 6/1/07   | 5/31/08  |
| Chattanooga     | DinoAliv | 3/30/07  | 3/30/08  |                    | AIA3D     | 1/1/07   | 12/31/07 |                     | MOTN      | 10/1/05  | 10/15/07 |
|                 | DS3D     | 3/3/06   | 3/2/08   |                    | AlienAdv  | 4/4/04   | 12/31/07 |                     | SeaMonst  | 10/5/07  | 10/5/08  |
|                 | SeaMonst | 10/5/07  | 10/5/08  |                    | HaunCast  | 4/4/04   | 12/31/07 | Houston Reg         | Transfor  | 9/21/07  | 11/07    |
| Chicago Imx     | MOTM     | 9/21/07  |          |                    | OW3D      | 4/4/04   | 12/31/07 | Huntsville          | HC        | 2/1/06   | 2/1/08   |
|                 | SeaMonst | 10/5/07  | 10/5/08  | Erie               | AJ        | 4/21/07  | 11/30/07 |                     | HOTB      | 3/16/07  | 3/15/08  |
|                 | Transfor | 9/21/07  | 11/07    | Evansville Sho     | HPOOTP    | 7/11/07  | 10/07    |                     | HPOOTP    | 7/25/07  | 10/11/07 |
| Chicago MSI     | HOTB     | 1/15/07  | 1/14/08  |                    | SeaMonst  | 10/5/07  |          |                     | MagDes    | 11/23/05 | 11/22/07 |
|                 | HumanBod | 1/15/07  | 4/29/08  | Fitchburg Star     | SeaMonst  | 10/5/07  |          |                     | MOF       | 4/6/07   | 4/5/08   |
|                 | Mummies  | 5/25/07  | 2/3/08   |                    | Transfor  | 9/21/07  | 11/07    | Hutchinson          | Alps      | 6/29/07  | 6/28/08  |
|                 | SeaMonst | 10/5/07  | 5/31/08  | Fort Lauderdale    | DinoAliv  | 5/25/07  | 12/1/07  |                     | HOTB      | 3/14/07  | 3/15/08  |
| Chongqing CP    | BP       | 5/1/07   | 4/30/08  |                    | HPOOTP    | 7/11/07  | 10/2/07  |                     | SeaMonst  | 10/5/07  | 10/5/08  |
|                 | Trex     | 6/1/07   | 11/30/07 |                    | Mummies   | 3/30/07  | 3/30/08  | Hyderabad           | DS3D      | 2/1/07   | 1/31/08  |
| Cincinnati MC   | Alps     | 5/12/07  | 5/11/08  |                    | SeaMonst  | 10/5/07  | 10/5/08  |                     | GC        | 4/15/07  | 4/15/08  |
|                 | FON      | 10/2/04  | 8/31/08  |                    | Sharks3D  | 1/12/07  | 12/31/07 |                     | SpaceSta  | 9/15/07  | 3/15/08  |
|                 | GC       | 11/17/06 | 8/31/08  |                    | WS3D      | 4/28/05  |          | Indianapolis Imx    | DinoGOP   | 4/07     | 10/07    |
|                 | HOTB     | 12/22/06 | 12/21/07 | Fort Worth         | HOTB      | 2/9/07   | 2/8/08   |                     | HaunCast  | 10/3/07  |          |
|                 | RovMars  | 7/18/07  |          | Fujisawa           | WS3D      | 4/7/07   | 10/8/07  |                     | HOTB      | 10/5/07  | 10/4/08  |
|                 | SeaMonst | 10/5/07  | 10/5/08  | Galveston          | DinoAliv  | 5/25/07  | 5/25/08  |                     | Mummies   | 10/1/07  | 12/31/07 |
| Cleveland       | DinoAliv | 4/28/07  | 4/27/08  |                    | DS3D      | 9/22/06  | 11/16/07 |                     | SeaMonst  | 10/5/07  | 10/5/08  |
|                 | HOTB     | 1/20/07  | 1/19/08  |                    | HaunCast  | 2/07     | 12/07    |                     | Sharks3D  | 3/9/07   | 12/31/07 |
|                 | HPOOTP   | 10/3/07  |          |                    | OW3D      | 5/25/06  | 12/31/07 | Indianapolis Ker    | SeaMonst  | 10/5/07  | 10/5/08  |
| Cocoa           | MOE      | 1/1/07   | 12/31/07 | Garden City        | SeaMonst  | 10/5/07  | 10/5/08  |                     | Transfor  | 9/21/07  | 11/07    |
| Col Springs Cmk | SeaMonst | 10/5/07  | 10/5/08  |                    | Alps      | 7/4/07   | 12/31/07 | Irvine Reg          | SeaMonst  | 10/5/07  | 11/15/07 |
|                 | Transfor | 9/21/07  | 11/07    |                    | FightPil  | 12/10/04 | 5/31/08  |                     | Transfor  | 9/21/07  | 11/07    |
| Colleyville     | HPOOTP   | 7/11/07  | 10/07    |                    | HOTB      | 12/22/06 | 12/21/07 | Istanbul AFM        | DS3D      | 10/7/07  | 8/31/08  |
| Columbus COSI   | DinoAliv | 6/9/07   | 12/31/07 |                    | HPOOTP    | 7/11/07  | 10/07    | Jackson MS          | AJ        | 6/1/07   | 11/30/07 |
| Coomera         | ALBT     | 11/1/05  | 10/31/07 |                    | MagDes    | 9/23/05  | 12/31/07 |                     | ALBT      | 10/22/06 | 10/31/07 |
|                 | SpaceSta | 8/1/07   | 7/31/08  | Garza Garcia       | WTW       | 5/4/07   | 11/30/07 | Jakarta             | GC        | 4/20/07  | 4/20/08  |
| Copenhagen      | DinoAliv | 9/20/07  | 2/20/08  |                    | DinoGOP   | 4/07     | 10/07    |                     | MysticInd | 6/16/07  | 12/31/07 |
|                 | DS3D     | 11/24/06 | 11/23/07 |                    | DS3D      | 8/23/07  | 2/23/08  | Jersey City         | HOTB      | 7/19/07  | 5/30/08  |
|                 | WS3D     | 5/1/07   | 12/31/07 | Gatineau           | Alps      | 7/1/07   | 6/30/08  |                     | Mummies   | 6/25/07  | 12/31/07 |
| Corpus Christi  | FightPil | 2/3/05   | 11/30/08 |                    | HOTB      | 3/15/07  | 3/14/08  |                     | RovMars   | 7/25/07  |          |
| Covington OTI   | HOTB     | 1/20/07  | 1/19/08  | Ghaziabad Aer      | SpaceSta  | 2/15/06  | 2/16/08  |                     | Bears     | 10/2/07  | 12/16/07 |
|                 | HPOOTP   | 7/11/07  | 10/07    | Glasgow            | AlienAdv  | 3/1/05   | 12/31/07 | Kagawa              | DinoAliv  | 3/31/07  | 1/31/08  |
| Dallas AA       | SOA      | 2/26/99  |          |                    | DS3D      | 8/20/07  | 9/19/08  | Kansas City Sci     | RATW      | 5/25/07  | 10/9/07  |
| Dallas Cmk      | SeaMonst | 10/5/07  | 10/5/08  | Gloucester Cpx     | Transfor  | 9/21/07  | 11/07    |                     | SeaMonst  | 10/5/07  | 10/5/08  |
|                 | Transfor | 9/21/07  | 11/07    | Grand Canyon DCI   | GC        | 11/1/99  | 12/07    |                     | M3Dcc     | 11/1/05  | 10/31/07 |
| Dallas MNS      | DinoAliv | 5/30/07  | 5/25/08  | Grand Rapids Cel   | DinoGOP   | 9/28/07  |          | Karlshamn           | WATE      | 6/1/97   |          |
|                 | Sharks3D | 3/14/07  | 12/31/07 |                    | Transfor  | 9/21/07  | 11/07    | Katoomba            | DinoAliv  | 9/3/07   | 2/3/08   |
| Davenport       | DinoAliv | 5/16/07  | 5/1/08   | Guatemala City Alb | MOTM      | 1/25/07  | 1/25/08  | Katowice CC         | Sharks3D  | 9/9/05   | 12/31/07 |
|                 | DS3D     | 3/16/07  | 10/4/07  | Guayaquil          | CV        | 3/1/07   | 2/29/08  |                     | SOSPI     | 5/1/07   | 12/31/07 |
|                 | HOTB     | 12/22/06 | 12/21/07 |                    | FON       | 3/16/07  | 3/1/08   |                     | WS3D      | 9/1/07   | 12/08    |
|                 | HPOOTP   | 8/27/07  | 10/07    |                    | Galapago  | 11/16/06 | 11/15/07 | Kazan               | ITD       | 10/20/06 | 9/14/08  |
|                 | Mummies  | 9/6/07   | 9/6/08   |                    | Sharks3D  | 2/16/07  | 12/31/07 |                     | SpaceSta  | 9/21/07  | 9/20/08  |
| Dayton          | FightPil | 12/3/04  | 5/31/08  | Hague              | Alps      | 6/15/07  | 6/14/08  |                     | Trex      | 1/10/07  | 9/14/08  |
| Daytona Beach   | NASCAR   | 4/15/04  |          |                    | DinoAliv  | 4/21/07  | 10/21/07 | Killeen             | RATW      | 5/4/07   | 10/27/07 |
| Dearborn        | DinoAliv | 4/4/07   | 12/31/07 |                    | DS3D      | 7/1/06   | 6/30/08  |                     | Whales    | 8/3/07   | 1/3/08   |
|                 | HOTB     | 12/22/06 | 12/21/07 |                    | FON       | 2/1/05   | 12/31/07 | King of Prussia Reg | Transfor  | 9/21/07  | 11/07    |
|                 | SeaMonst | 10/5/07  | 10/5/08  |                    | HOTB      | 6/15/07  | 6/15/08  | Kiryat Bialik       | DS3D      | 9/23/07  | 9/14/08  |

work” by building attendance with effective exhibits and programs. The answer, he said, cannot be “to change who we are, because who we are has to be enduring. We face challenges every day, but do we change our stripes for the short-term buck? Our answer, so far, is no.” On the practical side, Deamicis is concerned about the impact that DMR films are having on independent LF filmmakers, and how long they will be able to survive if Hollywood fare continues to take up more and more screen time.

[Although it wasn’t mentioned in this session, in 1999, when the **Walt Disney Company** was planning to release *Fantasia/2000* exclusively to IMAX theaters worldwide, with a huge international marketing campaign and a series of high-profile premiere events, the California Science Center, which was then the only IMAX theater in the Los Angeles area, refused to show the film because it didn’t fit its mission. This forced Disney to build a temporary IMAX theater near the Howard Hughes Center for the four-month run of the film.]

Sellers explained the philosophy of the Science Center of Iowa, which opened in the fall of 2005. The original plans for the facility did not include a theater, but the people of Des Moines (pop. 500,000) told the planners, ““We are not a city unless we have an IMAX theater.”” And so the busi-



David Keighley, DKP/70mm Inc.

ness plan was examined and the theater was added. With such a small population, “we don’t have the luxury of a changing marketplace, so that means our content has to change continuously.” They have booked 13 giants-screen films in the next fiscal year. DMR films are part of the mix, because they feel that their audience expects them to show them, and “that’s appropriate for us.”

Britell explained that OMSI is a self-supporting, private non-profit that receives no funding from any local, city, state, or federal government. The IMAX Dome theater is one of the larger cash generators in the institution. OMSI’s mission statement is to “inspire wonder” and Britell feels the theater can accomplish that goal. “We need to go after the best films out there that make our mission statement attainable.” Although they have tried many different kinds of film, “we make the most money when we are educating and entertaining at the same time. Yes, we can make money running a first-run DMR film. What I’ve learned over the past couple of years is that we can make more money running *The Alps*, running *Sea Monsters*.”

**The Digital Age.** Presenters: **Mike Lutz**, MacGillivray Freeman Films; **Sean Phillips**, MacLeod Productions; **David Keighley**, DKP/70mm Inc.; **Mark Katz**, National Geographic Giant Screen Film Distribution; **Brian Bonnick**, Imax Corporation; **Wolfram Weber**, IMAX Theater Am Cinecitta.

Moderator Lutz proclaimed that “the digital age is here.” Computer-generated films, digital production and post production tools, digitally enhanced DMR films, and Digital Cinema Packages – digital editions of films – are all commonplace. Imax will soon release its digital projector, and other manufacturers are expected to follow suit. Conventional theaters are rapidly being converted to digital, and more than 1,000 digital 3D theaters will show *Beowulf* when it opens in November. Hollywood has been wrestling with questions about digital projection for years – the financial model, technical standards, data security – but “in our industry, these debates are just in their infancy.” Lutz



Joe Deamicis, California Science Center.

pointed out that “IMAX and other giant-screen theater presentations are founded on the very idea of marketing a cinematic experience that is a magnitude or more above any other. Do we have a brand now that can preserve the distinction between what we offer and what other d-cinema experiences offer?”

Phillips, the director of *Sea Monsters*, the first film to be released simultaneously in digital 3D and 15/70 3D, said that in production, the advantage of digital is its ability to bring together many different image sources and integrate them into a seamless whole. With digital processing filmmakers can use 15/70 cameras when possible, but also shoot with smaller formats, such as 35mm or HD, when LF film would be impractical or impossible. Digital technology has also led to the “globalization of talent,” since work can easily be sent back and forth over the Internet, or on hard disks. In producing *Sea Monsters*, he used production houses in Germany, England, and Montreal because they were the best for his particular needs, although he lamented that “a lot of people who worked really hard on *Sea Monsters*, I’ve never met. It’s kind of weird.” A challenge of distributing in multiple formats is picking a story that will work on all of them. He said he might have done *Sea Monsters* differently if he had known from the start that it would be shown in nearly 200 digital 3D theaters, perhaps by starting with a feature-

(see *GSCA* on page 8)





Mike Lutz, MacGillivray Freeman Films.

(from *GSCA* on page 7)

length project, and scaling down to a 40-minute version.

Keighley said that although things have changed significantly in the last few years, “there will be a dual pipeline for many years to come. That is to say, we will be releasing in film and we will be releasing digital for quite a while.” Current digital projectors have resolutions up to 4K, and there may be 8K projectors some day. Shooting on LF film is “future proof” because the resolution of a 15/70 frame is the equivalent of 12K by 18K. (This means that because the number of pixels increases as the square of the horizontal dimension, a single 2K frame contains about 2.1 million pixels; a 4K frame contains 8.4 million; an 8K frame would contain 33.6 million; and a theoretical 12x18K image would have over 225 million pixels, more than 100 times a 2K frame.) He urged filmmakers to scan at high enough resolutions now to be prepared for the next generation of digital projector, so that they don’t have to go back and do it over. Also, “encryption of this data is very important. When you send an IMAX print to a theater...it’s not very easy to cart that around. But if you’re sending data of that high resolution, it’s almost like sending your original negative.” An encryption and data management system that lets the distributor know

what’s happening with that data is essential. “This industry has got a lot to learn about encryption.”

Lutz introduced Katz by saying that he has probably represented more films than anyone else, having worked in distribution at National Geographic, nWave Pictures, Sony, MacGillivray Freeman, and Imax. “Obviously, he just can’t keep a job.” Katz said that digital has “expanded our distribution platforms immensely.” The technology has allowed distributors to bring their films to more places and to be more efficient in marketing. He said that *Sea Monsters* is being released in giant-screen and digital 3D theaters, but that “we work very hard to protect the giant-screen markets, thereby allowing the film to get into markets where it wouldn’t be otherwise. It’s a grand experiment. We think ultimately it’s a win for everybody.”

Bonnick spoke generally about the state of digital cinema in the conventional world and raised a few concerns about the implications for the giant-screen business. There are about 4,300 digital screens today, and it will take five to ten years to convert the rest of the multiplex theaters in North America. The standards of the **Digital Cinema Initiatives** will have an impact on giant-screen theaters, even though they weren’t drafted with us in mind. There are two basic technologies for digital projection: Texas Instruments’ DLP systems, which are 2K, and Sony’s XSRD 4K projector. Both have an aspect ratio of 1.9 to 1, compared to 1.43 for IMAX. Digital systems have about half the contrast range of film and a narrower dynamic range, which results in less robust color spectrum. Bonnick asked what the standards should be for giant-screen presentations: “Is an aspect ratio of 1.9:1 acceptable or do we have to stay 1.43? Are dimmer images acceptable, where the colors are less saturated? Is contrast that’s lower acceptable, where blacks are not the blacks they could be, and highlights lose their details?” He closed by saying that Imax has been working on these issues for eight years, asserting that “we’re not willing to bring a product to market simply because it’s there. We have to bring a product to market that represents what this industry stands for.”

Wolfram Weber is owner of Nuremberg’s Cinecitta complex, with 19 screens (half of which are digital), and an IMAX theater. He said that the situation of IMAX theaters in Germany has been a “sad story.” From a peak of 12 theaters a few years ago, now there are only four, making a national release of an LF film difficult. But German audiences prefer digital over film, and by next spring the entire Cinecitta complex (except the IMAX) will be converted to digital. He has also converted the former IMAX theaters in Frankfurt and Wuerzburg to digital “and people just love it.” His theaters use the same Christie CP2000 projectors and Doremi servers that Imax says it is using, and he claimed that the digital version of *Dinosaurs: Giants of Patagonia* in the ex-IMAX theaters looks better than the 15/70 film version. “It is more brilliant, sharper, and the contrast is just perfect.”

In response to questions from Lutz and *LF Examiner’s* **James Hyder**, Bonnick and Keighley provided some information about the IMAX Digital system. (See the article on page 10.)

Members’ meeting

The GSCA held its annual members’ meeting over lunch on the first day of the conference. The board and the various



Wolfram Weber, IMAX am Cinecitta, Nuremberg.

| Film | Theater             | Open    | Close | Film   | Theater              | Open    | Close    | Film     | Theater          | Open     | Close    |
|------|---------------------|---------|-------|--------|----------------------|---------|----------|----------|------------------|----------|----------|
|      | Chicago Imx         | 9/21/07 | 11/07 |        | San Francisco AMC    | 9/21/07 | 11/07    |          | Barakaldo Yel    | 10/22/06 | 10/21/07 |
|      | Col Springs Cmk     | 9/21/07 | 11/07 |        | Sandy                | 9/21/07 | 11/07    |          | Berlin CS        | 6/30/05  |          |
|      | Dallas Cmk          | 9/21/07 | 11/07 |        | Seattle PSC 2        | 9/21/07 | 11/07    |          | Birmingham UK    | 7/2/05   | 12/31/07 |
|      | Dearborn            | 9/21/07 | 11/07 |        | Sterling Heights AMC | 9/21/07 | 11/07    |          | Boston NEA       | 5/12/05  |          |
|      | Denver CC Reg       | 9/21/07 | 11/07 |        | Tampa Cha            | 9/21/07 | 11/07    |          | Calgary TWS      | 12/26/06 | 6/30/08  |
|      | Dublin Reg          | 9/21/07 | 11/07 |        | Tampa MOSI           | 9/21/07 | 11/07    |          | Copenhagen       | 5/1/07   | 12/31/07 |
|      | Edmonton Cpx        | 9/21/07 | 11/07 |        | Tempe Imx            | 9/21/07 | 11/07    |          | Fort Lauderdale  | 4/28/05  |          |
|      | Fitchburg Star      | 9/21/07 | 11/07 |        | Tigard Reg           | 9/21/07 | 11/07    |          | Fujisawa         | 4/7/07   | 10/8/07  |
|      | Gloucester Cpx      | 9/21/07 | 11/07 |        | Toronto Cpx          | 9/21/07 | 11/07    |          | Hastings         | 9/10/07  | 3/3/08   |
|      | Grand Rapids Cel    | 9/21/07 | 11/07 |        | Tulsa Cmk            | 9/21/07 | 11/07    |          | Katowice CC      | 9/1/07   | 12/08    |
|      | Halifax             | 9/21/07 | 11/07 |        | Vaughan Cpx          | 9/21/07 | 11/07    |          | Krakov CC        | 10/14/05 | 12/31/07 |
|      | Hooksett Zya        | 9/21/07 | 11/07 |        | West Nyack Imx       | 9/21/07 | 11/07    |          | London BFI       | 5/20/05  | 12/31/07 |
|      | Houston Reg         | 9/21/07 | 11/07 |        | West Palm Beach Muv  | 9/21/07 | 11/07    |          | London SM        | 5/20/05  | 12/31/07 |
|      | Indianapolis Ker    | 9/21/07 | 11/07 |        | White Plains NA      | 9/21/07 | 11/07    |          | Melbourne MV     | 6/8/05   | 12/31/07 |
|      | Irvine Reg          | 9/21/07 | 11/07 |        | Woodridge Cmk        | 9/21/07 | 11/07    |          | Myrtle Beach DCI | 5/9/07   | 4/30/08  |
|      | King of Prussia Reg | 9/21/07 | 11/07 |        | Ypsilanti NA         | 9/21/07 | 11/07    |          | Nuremberg        | 6/30/05  |          |
|      | Langley Cpx         | 9/21/07 | 11/07 | Trex   | Budapest CC          | 10/1/07 | 9/30/08  |          | Prague CC        | 5/1/06   | 12/31/07 |
|      | Lansing Cel         | 9/21/07 | 11/07 |        | Cairo MEC            | 5/1/07  | 4/30/08  |          | Saint Augustine  | 3/10/07  | 3/31/08  |
|      | Las Vegas Bre       | 9/21/07 | 11/07 |        | Chongqing CP         | 6/1/07  | 11/30/07 |          | Sasebo           | 10/1/07  | 12/31/07 |
|      | Lincolnshire Reg    | 9/21/07 | 11/07 |        | Kazan                | 1/10/07 | 9/14/08  |          | Sinsheim         | 6/30/05  | 6/30/08  |
|      | Los Angeles AMC     | 9/21/07 | 11/07 |        | Manila               | 8/25/07 | 8/24/08  |          | Toronto OP       | 6/1/06   | 12/31/07 |
|      | Los Angeles NA      | 9/21/07 | 11/07 |        | Nanjing YSTC         | 1/15/07 | 1/14/08  |          | Vancouver Imx    | 4/8/05   | 12/31/07 |
|      | Manchester NA       | 9/21/07 | 11/07 |        | Saint Petersburg NA  | 4/25/07 | 4/24/08  |          | Victoria DCI     | 6/29/07  | 6/28/08  |
|      | Mississauga Cpx     | 9/21/07 | 11/07 |        | Norwalk              | 10/07   | 1/08     |          | Warsaw CC        | 9/1/07   | 12/08    |
|      | Montreal Cpx        | 9/21/07 | 11/07 |        | Vulcania             | 2/22/02 |          | WTW      | Bogota Mal       | 7/1/07   | 5/31/08  |
|      | Nashville Reg       | 9/21/07 | 11/07 |        | Katoomba             | 6/1/97  |          |          | Garden City      | 5/4/07   | 11/30/07 |
|      | Natick JF           | 9/21/07 | 11/07 |        | Baltimore            | 6/16/07 | 6/16/08  |          | Los Angeles CSC  | 6/29/07  | 11/29/07 |
|      | New Rochelle Reg    | 9/21/07 | 11/07 |        | Boston NEA           | 3/22/07 | 2/29/08  |          | Louisville SC    | 9/1/07   | 5/31/08  |
|      | New York AMC        | 9/21/07 | 11/07 |        | Calgary TWS          | 2/1/06  | 6/30/08  |          | Mexico City Pap  | 9/13/07  | 5/12/08  |
|      | Ontario Reg         | 9/21/07 | 11/07 |        | Killeen              | 8/3/07  | 1/3/08   |          | Philadelphia     | 10/6/06  | 10/31/07 |
|      | Orlando Reg         | 9/21/07 | 11/07 |        | Norwalk              | 1/07    | 12/07    |          | Saint Louis SC   | 6/15/07  | 1/3/08   |
|      | Paris Gau           | 9/21/07 | 11/07 |        | San Diego RHF        | 10/1/06 | 9/30/08  |          | Shreveport       | 7/7/07   | 7/7/08   |
|      | Phoenix AMC         | 9/21/07 | 11/07 |        | Austin               | 8/31/07 | 2/28/08  |          | Sioux Falls      | 5/26/07  | 10/5/07  |
|      | Raleigh Exp         | 9/21/07 | 11/07 |        | Parker               | 9/1/07  | 2/29/08  |          | Stockholm        | 2/1/07   | 1/31/08  |
|      | Reading JF          | 9/21/07 | 11/07 | Wolves | Hastings             | 6/7/07  | 3/3/08   | ZionCany | Zion             | 5/24/94  |          |
|      | Richmond Cpx        | 9/21/07 | 11/07 |        | Saint Felicien       | 5/31/06 | 5/08     |          |                  |          |          |
|      | Sacramento Imx      | 9/21/07 | 11/07 | WS3D   | Yellowstone          | 4/4/07  | 12/3/08  |          |                  |          |          |
|      | Saint Michael Cmg   | 9/21/07 | 11/07 |        | Albany GA            | 5/1/07  | 10/31/07 |          |                  |          |          |
|      | San Diego Reg       | 9/21/07 | 11/07 |        | Bangkok              | 4/7/07  | 8/30/08  |          |                  |          |          |

October 2007 by Theater

| Theater          | Film      | Open    | Close    | Theater       | Film          | Open     | Close    | Theater       | Film     | Open      | Close    |
|------------------|-----------|---------|----------|---------------|---------------|----------|----------|---------------|----------|-----------|----------|
| Aguascalientes   | M3Dcc     | 4/30/07 | 4/29/08  | Baltimore     | Wildfire      | 8/31/07  | 2/28/08  | Birmingham UK | HOTB     | 1/2/07    | 1/1/08   |
| Ahmedabad        | SpaceSta  | 5/15/07 | 5/17/08  |               | Africa        | 7/1/07   | 6/30/08  |               | HPOOTP   | 9/5/07    | 10/07    |
| Alamogordo       | Dolphins  | 7/1/07  | 6/30/08  |               | Alaska        | 7/1/07   | 6/30/08  |               | SeaMonst | 10/5/07   | 10/5/08  |
|                  | MagDes    | 10/1/07 | 3/31/08  |               | Alps          | 10/5/07  | 1/17/08  |               | DS3D     | 2/9/07    | 1/31/08  |
|                  | RATW      | 2/15/07 | 2/15/08  |               | DinoAliv      | 4/27/07  | 4/30/08  |               | SeaMonst | 10/20/07  | 10/20/09 |
| Albany GA        | WS3D      | 5/1/07  | 10/31/07 | Bangkok       | MOTN          | 10/15/06 | 10/14/07 | Bogota Mal    | WS3D     | 7/2/05    | 12/31/07 |
| Albuquerque      | Greece    | 3/25/07 | 10/15/07 |               | Whales        | 6/16/07  | 6/16/08  |               | CRA      | 3/16/07   | 6/15/08  |
|                  | RATW      | 9/8/07  | 2/28/08  |               | WS3D          | 4/7/07   | 8/30/08  |               | SU       | 11/9/06   | 11/9/07  |
| Alexandria       | HumanBod  | 1/1/07  | 12/31/07 |               | NASCAR        | 9/1/07   | 8/31/08  |               | WTW      | 7/1/07    | 5/31/08  |
| Amneville        | DinoGOP   | 4/07    | 10/07    |               | Barakaldo Yel | Sharks3D | 6/9/06   |               | 12/31/07 | Boise Reg | SeaMonst |
|                  | DS3D      | 6/13/07 | 12/31/07 | SpaceSta      |               | 9/1/07   | 8/31/08  | CRA           | 5/3/07   |           | 6/30/08  |
|                  | HaunCast  | 9/1/07  | 8/31/08  | WS3D          |               | 10/22/06 | 10/21/07 | DinoAliv      | 5/30/07  |           | 12/1/07  |
| Ankara AFM       | DS3D      | 9/21/07 | 8/31/08  | Alps          |               | 9/15/07  | 9/14/08  | Dolphins      | 5/3/07   |           | 6/30/08  |
| Apple Valley Imx | DinoGOP   | 4/13/07 | 10/07    | DS3D          |               | 9/19/07  | 9/18/08  | Greece        | 3/10/06  |           |          |
|                  | SeaMonst  | 10/5/07 | 10/5/08  |               | HaunCast      | 10/07    | 3/08     | Boston NEA    | HOTB     | 5/3/07    | 6/30/08  |
|                  | Transfor  | 9/21/07 | 11/07    | Sharks3D      | 1/17/07       | 12/31/07 | MOE      |               | 7/1/06   | 12/31/07  |          |
| Athens Eug       | ToFly     | 1/10/07 | 1/9/08   | Batavia GQT   | AfricAdv      | 8/7/07   | 12/31/07 |               | MOTN     | 5/3/07    | 6/30/08  |
| Atlanta FMNH     | Alps      | 8/4/07  | 8/3/08   |               | SeaMonst      | 10/5/07  | 10/5/08  |               | Mummies  | 6/30/07   | 6/30/08  |
|                  | CRA       | 6/30/06 | 10/5/07  |               | Transfor      | 9/21/07  | 11/07    |               | DS3D     | 3/3/06    | 3/31/08  |
|                  | HOTB      | 1/20/07 | 1/19/08  |               | Baton Rouge   | MOTN     | 3/1/07   |               | 2/28/08  | HaunCast  | 10/5/07  |
|                  | SeaMonst  | 10/5/07 | 10/5/08  | Beijing CFM   | NASCAR        | 7/1/07   | 6/30/08  | SeaMonst      | 10/5/07  | 10/5/08   |          |
| Atlantic City    | DinoGOP   | 4/16/07 |          | Berlin CS     | AlienAdv      | 3/1/00   |          | Whales        | 3/22/07  | 2/29/08   |          |
|                  | Transfor  | 9/21/07 | 11/07    |               | DinoGOP       | 4/07     | 10/07    | Bradford      | WS3D     | 5/12/05   |          |
| Auckland Sky     | MysticInd | 9/20/07 | 6/30/08  | DS3D          | 4/6/06        | 10/5/07  | DinoAliv |               | 5/24/07  | 1/31/08   |          |
| Austin           | AfricAdv  | 5/19/07 | 4/30/08  | Galapago      | 8/11/06       | 8/31/08  | DS3D     |               | 2/10/07  | 4/9/08    |          |
|                  | HOTB      | 1/27/07 | 1/26/08  | HaunCast      | 4/5/01        | 12/07    | FON      |               | 10/3/06  | 10/3/07   |          |
|                  | Mummies   | 3/17/07 | 3/16/08  | SeaMonst      | 10/18/07      | 10/18/08 | MOE      |               | 1/1/07   | 12/31/07  |          |
|                  | SeaMonst  | 10/5/07 | 10/5/08  | WS3D          | 6/30/05       |          | SeaMonst |               | 10/20/07 | 10/20/09  |          |
|                  | Sharks3D  | 2/24/07 | 12/31/07 | Birmingham AL | Alps          | 5/26/07  | 5/25/08  | SpaceSta      | 10/3/06  | 10/2/07   |          |



| Film      | Theater            | Open     | Close    | Film                | Theater           | Open     | Close    | Film     | Theater              | Open     | Close    |
|-----------|--------------------|----------|----------|---------------------|-------------------|----------|----------|----------|----------------------|----------|----------|
| MOTM      | Hague              | 2/1/07   | 12/31/07 | Rheged Roar         | Killeen           | 5/4/07   | 10/27/07 | Sharks3D | San Diego RHF        | 10/5/07  | 10/5/08  |
|           | Huntsville         | 4/6/07   | 4/5/08   |                     | Sioux Falls       | 10/6/07  | 3/30/08  |          | San Francisco AMC    | 10/5/07  | 11/15/07 |
|           | Pensacola          | 11/8/96  |          |                     | Zion              | 3/1/07   | 10/31/07 |          | Seattle PSC 2        | 10/5/07  | 10/5/08  |
|           | Spokane            | 1/1/07   | 6/30/08  |                     | Penrith           | 7/1/00   |          |          | Spokane              | 10/5/07  | 10/5/08  |
|           | Chicago Imx        | 9/21/07  |          |                     | Dwingeloo         | 7/1/07   | 6/30/08  |          | Sterling Heights AMC | 10/5/07  |          |
| MOTN      | Guatemala City Alb | 1/25/07  | 1/25/08  | ROF                 | Saint Paul        | 9/19/07  |          | Transfor | Sydney WBS           | 9/20/07  | 9/20/08  |
|           | Baltimore          | 10/15/06 | 10/14/07 |                     | Cincinnati MC     | 7/18/07  |          |          | Tempe Imx            | 10/5/07  | 10/5/08  |
|           | Baton Rouge        | 3/1/07   | 2/28/08  |                     | Jersey City       | 7/25/07  |          |          | Tulsa Cmk            | 10/5/07  | 10/5/08  |
|           | Boston MOS         | 5/3/07   | 6/30/08  |                     | Apple Valley Imx  | 10/5/07  | 10/5/08  |          | Vancouver Imx        | 10/5/07  |          |
|           | Charleston WV      | 7/7/07   | 7/6/08   | SeaMonst            | Atlanta FMNH      | 10/5/07  | 10/5/08  |          | Victoria DCI         | 10/19/07 | 10/9/08  |
| Mummies   | Houston MNS        | 10/1/05  | 10/15/07 |                     | Austin            | 10/5/07  | 10/5/08  | SI       | Virginia Beach       | 10/5/07  | 10/5/08  |
|           | Las Palmas         | 12/10/06 | 12/9/07  |                     | Batavia GQT       | 10/5/07  | 10/5/08  |          | Washington NMNH      | 10/5/07  | 10/5/08  |
|           | Louisville SC      | 1/15/06  | 10/15/07 |                     | Berlin CS         | 10/18/07 | 10/18/08 |          | West Nyack Imx       | 10/5/07  |          |
|           | Malaga Yel         | 6/15/07  | 6/15/08  |                     | Birmingham AL     | 10/5/07  | 10/5/08  |          | Winnipeg             | 10/5/07  | 10/5/08  |
|           | Pitea              | 9/15/07  | 12/31/07 |                     | Birmingham UK     | 10/20/07 | 10/20/09 |          | Woodbridge Cmk       | 10/5/07  |          |
| MysticInd | Reno Fleisch       | 1/12/07  | 1/11/08  | Evansville Sho      | Boise Reg         | 10/5/07  |          | SM3      | Ypsilanti NA         | 10/5/07  |          |
|           | Salt Lake City CP  | 1/5/07   | 1/4/08   |                     | Boston NEA        | 10/5/07  | 10/5/08  |          | Austin               | 2/24/07  | 12/31/07 |
|           | San Diego RHF      | 6/28/07  | 9/30/08  |                     | Bradford          | 10/20/07 | 10/20/09 |          | Barakaldo Yel        | 6/9/06   | 12/31/07 |
|           | Shreveport         | 4/7/07   | 4/7/08   |                     | Charlotte         | 10/5/07  | 10/5/08  |          | Barcelona            | 1/17/07  | 12/31/07 |
|           | Tijuana            | 10/21/06 | 10/20/07 |                     | Chattanooga       | 10/5/07  | 10/5/08  | SOA      | Dallas MNS           | 3/14/07  | 12/31/07 |
| NASCAR    | Austin             | 3/17/07  | 3/16/08  | Fitchburg Star      | Chicago Imx       | 10/5/07  | 10/5/08  |          | Fort Lauderdale      | 1/12/07  | 12/31/07 |
|           | Boston MOS         | 6/30/07  | 6/30/08  |                     | Chicago MSI       | 10/5/07  | 5/31/08  |          | Guayaquil            | 2/16/07  | 12/31/07 |
|           | Cathedral City     | 8/17/07  | 8/1/08   |                     | Cincinnati MC     | 10/5/07  | 10/5/08  |          | Indianapolis Imx     | 3/9/07   | 12/31/07 |
|           | Chicago MSI        | 5/25/07  | 2/3/08   |                     | Col Springs Cmk   | 10/5/07  | 10/5/08  |          | Katowice CC          | 9/9/05   | 12/31/07 |
|           | Davenport          | 9/6/07   | 9/6/08   |                     | Dallas Cmk        | 10/5/07  | 10/5/08  | SOLOE    | Kuala Lumpur Di      | 8/17/06  | 12/31/07 |
| OW3D      | Fort Lauderdale    | 3/30/07  | 3/30/08  | Lansing Cel         | Dearborn          | 10/5/07  | 10/5/08  |          | Lodz CC              | 9/9/07   | 12/31/07 |
|           | Hague              | 10/8/07  | 3/31/08  |                     | Des Moines        | 10/5/07  | 10/5/08  |          | London SM            | 2/6/06   | 12/31/07 |
|           | Hampton            | 3/18/07  | 3/15/08  |                     | Detroit SC        | 10/5/07  | 10/5/08  |          | Madrid               | 9/10/06  | 12/31/07 |
|           | Indianapolis Imx   | 10/1/07  | 12/31/07 |                     | Evansville Sho    | 10/5/07  |          |          | Moscow               | 4/14/05  | 10/30/07 |
|           | Jersey City        | 6/25/07  | 12/31/07 | West Palm Beach Muv | Fort Lauderdale   | 10/5/07  | 10/5/08  |          | Myrtle Beach DCI     | 5/9/07   | 12/31/07 |
| ND        | Omaha Zoo          | 5/2/07   | 5/1/08   |                     | Galveston         | 10/5/07  | 10/5/08  | SOSPI    | New Orleans          | 5/26/06  | 12/31/07 |
|           | Orlando SC         | 9/15/07  | 5/30/08  |                     | Hooksett Zya      | 10/5/07  | 10/5/08  |          | Nuremberg            | 3/24/05  | 12/31/07 |
|           | Richmond SMV       | 9/4/07   | 1/18/08  |                     | Houston MNS       | 10/5/07  | 10/5/08  |          | Prague CC            | 1/12/06  | 12/31/07 |
|           | Saint Augustine    | 3/2/07   | 11/1/07  |                     | Hutchinson        | 10/5/07  | 10/5/08  |          | Raleigh Exp          | 3/1/07   | 12/31/07 |
|           | Singapore SC       | 10/1/07  | 3/30/08  |                     | Indianapolis Imx  | 10/5/07  | 10/5/08  | SpaceSta | Tallahassee          | 3/2/07   | 12/31/07 |
| OnGuard   | Sydney WBS         | 4/15/07  | 12/31/07 | Memphis Pink        | Indianapolis Ker  | 10/5/07  | 10/5/08  |          | Washington NMNH      | 11/1/06  | 12/31/07 |
|           | Taipei AM          | 9/20/07  | 9/20/08  |                     | Irvine Reg        | 10/5/07  | 11/15/07 |          | Winnipeg             | 6/1/07   | 12/31/07 |
|           | Tempe Imx          | 8/20/07  | 12/31/07 |                     | Kansas City Sci   | 10/5/07  | 10/5/08  |          | Lucerne              | 2/9/07   | 11/30/07 |
|           | Vancouver TWS      | 6/15/07  | 6/30/08  |                     | Lansing Cel       | 10/5/07  |          |          | Nuremberg            | 3/22/07  | 3/21/08  |
|           | Auckland Sky       | 9/20/07  | 6/30/08  | Mesa DT             | Las Vegas Lux     | 10/5/07  | 12/31/08 | SU       | West Palm Beach Muv  | 9/14/07  |          |
| Ozarks    | Edmonton TWS       | 9/10/07  |          |                     | Lehi              | 10/5/07  | 1/5/08   |          | Dallas AA            | 2/26/99  |          |
|           | Jakarta            | 6/16/07  | 12/31/07 |                     | Lodz CC           | 10/5/07  |          |          | Dongguan STM         | 12/28/06 | 12/27/07 |
|           | Barakaldo Yel      | 9/11/07  | 8/31/08  |                     | London BFI        | 10/20/07 | 10/20/09 |          | Katowice CC          | 5/1/07   | 12/31/07 |
|           | Beijing CFM        | 7/1/07   | 6/30/08  | Montreal SC         | London SM         | 10/20/07 | 10/20/09 | T40      | Ahmedabad            | 5/15/07  | 5/17/08  |
| RATW      | Daytona Beach      | 4/15/04  |          |                     | Los Angeles CSC   | 10/5/07  | 10/5/08  |          | Barakaldo Yel        | 9/1/07   | 8/31/08  |
|           | Hooksett Zya       | 9/19/07  |          |                     | Louisville NA     | 10/5/07  | 11/15/07 |          | Bradford             | 10/3/06  | 10/2/07  |
|           | Kuwait City        | 6/13/07  | 12/20/07 |                     | Manchester NA     | 10/5/07  |          |          | Coomera              | 8/1/07   | 7/31/08  |
|           | Manila             | 5/21/06  | 5/20/08  |                     | Manchester UCI    | 10/20/07 | 10/20/08 | ToFly    | Ghaziabad Aer        | 2/15/06  | 2/16/08  |
| OW3D      | Quebec             | 7/18/07  | 1/17/08  | Moscow              | McMinnville       | 10/5/07  | 10/5/08  |          | Harbin               | 5/1/07   | 12/31/07 |
|           | New Delhi ICC      | 6/23/07  | 12/31/07 |                     | Melbourne MV      | 9/20/07  | 9/20/08  |          | Hooksett Zya         | 8/28/07  | 12/31/07 |
|           | Niagara Can DCI    | 7/1/86   |          |                     | Memphis Pink      | 10/5/07  |          |          | Hyderabad            | 9/15/07  | 3/15/08  |
|           | Singapore DC       | 2/13/99  |          |                     | Mesa DT           | 10/5/07  | 10/5/08  |          | Kazan                | 9/21/07  | 9/20/08  |
|           | Harbin             | 6/15/07  | 12/30/07 | Nashville Reg       | Mobile            | 10/5/07  | 10/5/08  | Toulouse | Mexicali             | 12/24/06 | 3/31/08  |
| OW3D      | Kofu               | 4/15/07  | 11/15/07 |                     | Montreal SC       | 10/5/07  | 10/5/08  |          | Myrtle Beach DCI     | 5/20/07  | 12/31/07 |
|           | Mexicali           | 1/10/07  | 6/30/08  |                     | Moscow            | 10/5/07  |          |          | Philadelphia         | 10/1/07  | 6/15/08  |
|           | Nagasaki SM        | 10/13/07 | 3/30/08  |                     | Nashville Reg     | 10/5/07  | 11/15/07 |          | Quebec               | 10/12/07 | 10/11/08 |
|           | San Diego NHM      | 3/31/01  | 12/07    | New Orleans         | Natick JF         | 10/5/07  | 10/5/08  | Transfor | Sofia CC             | 2/16/07  | 1/31/08  |
| OW3D      | Tijuana            | 10/18/01 | 12/31/07 |                     | New Orleans       | 10/5/07  | 10/5/08  |          | Tallahassee          | 9/1/07   | 9/1/08   |
|           | Eilat Epic         | 4/4/04   | 12/31/07 |                     | New York AMC      | 10/5/07  | 11/15/07 |          | Toulouse             | 5/10/05  | 1/08     |
|           | Galveston          | 5/25/06  | 12/31/07 |                     | Olathe AMC        | 10/5/07  | 11/15/07 |          | Bogota Mal           | 11/9/06  | 11/9/07  |
|           | Krakow CC          | 5/18/07  | 12/31/07 | Pittsburgh CSC      | Orlando Reg       | 10/5/07  | 11/15/07 | SU       | Hong Kong Airport    | 3/1/07   | 3/1/08   |
| OW3D      | Kuala Lumpur Di    | 8/30/07  | 12/31/07 |                     | Philadelphia      | 10/5/07  | 10/5/08  |          | Syracuse             | 10/20/07 | 2/20/08  |
|           | Kuwait City        | 10/23/06 | 12/31/07 |                     | Phoenix ASC       | 10/5/07  | 10/5/08  |          | Toronto OSC          | 6/1/07   | 1/6/08   |
|           | Malaga Yel         | 1/12/07  | 12/31/07 |                     | Pittsburgh CSC    | 10/5/07  | 10/5/08  |          | Victoria DCI         | 4/17/07  | 10/31/07 |
|           | Moscow             | 10/9/04  | 10/30/07 | Portland OMSI       | Portage GQT       | 10/5/07  | 10/5/08  | ToFly    | Athens Eug           | 1/10/07  | 1/9/08   |
| OW3D      | New Orleans        | 5/25/07  | 12/31/07 |                     | Portland OMSI     | 10/5/07  | 10/5/08  |          | Salt Lake City CP    | 6/15/06  | 12/07    |
|           | Nuremberg          | 7/29/04  | 12/31/07 |                     | Poznan CC         | 10/5/07  |          |          | Warner Robins        | 7/92     |          |
|           | Veracruz Cpl       | 5/11/07  | 12/31/07 |                     | Providence Imx    | 10/5/07  |          |          | Washington NASM      | 7/1/76   |          |
|           | Warsaw CC          | 2/23/07  | 12/31/07 |                     | Raleigh Exp       | 10/5/07  | 10/5/08  | Transfor | Apple Valley Imx     | 9/21/07  | 11/07    |
| OW3D      | Branson            | 1/93     | 12/07    | Reading JF          | Sacramento Imx    | 10/5/07  |          |          | Atlantic City        | 9/21/07  | 11/07    |
|           | Alamogordo         | 2/15/07  | 2/15/08  |                     | Saint Augustine   | 10/5/07  | 3/31/08  |          | Batavia GQT          | 9/21/07  | 11/07    |
|           | Albuquerque        | 9/8/07   | 2/28/08  |                     | Saint Louis SC    | 10/5/07  | 10/5/08  |          | Buford Reg           | 9/21/07  | 11/07    |
|           | Cedar Rapids       | 9/4/07   | 12/31/07 |                     | Salt Lake City CP | 10/5/07  | 10/5/08  |          | Calgary Cpx          | 9/21/07  | 11/07    |
|           | Kansas City Sci    | 5/25/07  | 10/9/07  |                     |                   |          |          |          | Chantilly            | 9/21/07  | 11/07    |
|           |                    |          |          |                     |                   |          |          |          | Charleston SC        | 9/21/07  | 11/07    |



Dave Duszynski, Cincinnati Museum Center.

committees had met on the day before, and in this meeting presented reports on their efforts.

Chairman **Andy Gellis** praised all of the board and committee members for their dedication and hard work, and encouraged everyone else to join in the work of the association. “It’s one thing to recognize that there are issues and problems... but here in this forum we have the opportunity to influence our future, to affect our future.”

GSCA president **Gretchen Jaspering** said that the board had achieved 75% of the goals it had set for itself in a strategic planning meeting 18 months ago, shortly after the formation of the newly unified association, a remarkable accomplishment. She suggested ideas for possible future efforts of the GSCA: meetings held more than once a year in emerging markets like China, India, and Russia; a credentialing program for giant-screen booth technicians; a film preservation program; and a credit program to help filmmakers complete their films. She welcomed members to offer their ideas for work the association could take on to improve the state of the industry.

Treasurer Gordon Stalans reported that the association is in good financial health, that an operating reserve of \$250,000 has been set aside, and that an audit for 2006 had been clean.

**Jonathan Barker**, chairman of the governance committee, said that the board

had decided, rather than creating a slate of its own choosing, to be open and encourage all members to run for the board. But, he said, “this only works if you, as members of the association, truly engage in that election process. We urge you to exercise your right to vote and ensure that the people elected to the board are the people you want to serve your interests.”

**Emlyn Koster**, chair of the lifelong learning committee, said that it is about to submit a \$130,000 grant proposal to the **National Science Foundation** to fund an education symposium that will immediately precede the GSCA’s 2008 conference in Jersey City, NJ, next September. A similar session was held before the 1999 GSTA conference in New York City.

**Kim Cavendish** of the publications committee reported that the new GSCA Web site has been up and running since last year with many useful features such as a job bank and photo gallery. A database of all LF films is planned for later this year.

**Rick Gordon**, chair of the industry development committee, said that giant-screen filmmakers desperately need information from theaters that will help them land sponsors and make films. The association sent out a survey to all theater members, and needs as large a response as possible, but had only received 15 replies to date. “That is not enough for filmmakers to continue making films.” He encouraged all those who hadn’t responded to do so right away.

The membership committee’s **Diane Carlson** reported that the association now has 279 members in 34 countries, meeting the goal that had been set for the year.

**Dave Duszynski** reported on the revival of the Theater Attendance Reporting system, in which member theaters report their total attendance each month via the GSCA Web site. Founded by Duszynski five years ago, at its peak the system was receiving reports from 60 theaters; today only 40 are participating. The goal is to have 100% participation within a year. He demonstrated how easy it is to enter data, and urged theaters that are not participating now to contact himself or GSCA Webmaster **Kelly Germain** to get access to the system. Chairman Gellis followed up by

stressing that making this information available is very important to the health of the entire industry because, as with the surveys Gordon mentioned, it provides vital data to film and theater sponsors.

“We have no real historical information that we can present with certainty. We need to get our house in order...to really become effective in the marketplace.”

**Fahey keynote**

**John Fahey** has been with the **National Geographic Society** since 1996, joining it as the first president and CEO of National Geographic Ventures, the non-profit society’s taxable subsidiary. He is now president and CEO of the entire society. Fahey said that in ten years at National Geographic he has learned a lot about dealing with change in the media world. He cited the “disruptive changes” that digital technologies have created in the music, newspaper, and other media industries. The media habits of Generation X and Y are really different, thanks to outlets such as YouTube and FaceBook. “If you’re looking for some good entertainment, you can go to YouTube and find *anything you want*.” These changes are having an effect on the way all of us do business.

He confided, perhaps only half jokingly, “I will readily admit to all of you that I am a huge fan of old media, and I kind of

(see *GSCA* on page 16)



John Fahey, National Geographic Society.

# The IMAX Digital Projection System

Imax began working on a digital replacement for its film projectors even before its acquisition of **Digital Projection International** in late 1999 (see *The Biz, MaxImage! October 1999*). However, in mid-2000 its first attempt to find a buyer failed, and in the wake of the meltdown of the conventional multiplex industry later that year its share price fell by 90%. In the company’s weakened state, funds available for research and development were severely limited for several years. In December 2001, Imax sold DPI back to its original management team.

During this period, Imax had acquired (and to our knowledge, still retains) the right to use **Texas Instruments’** DLP technology in systems designed for giant-screen theaters. But not much was said about its progress on a digital system until the spring of 2006, when co-CEOs **Bradley Wechsler** and **Richard Gelfond** spoke about the nascent Imax digital system in a conference call with financial analysts. By that time it had become clear that Imax would not be building its own projector from the ground up, but would base its system on a pair of **Sony** 4K SXRD digital projectors (which use LCOS technology, not DLP), adding its own intellectual property to enhance performance in certain ways. In an interview with the Web site of Wharton Business School, Gelfond said, “We’ve taken some off-the-shelf components and have created something called an image enhancer, which essentially creates, in the digital world, what an IMAX projector does in the film world.”

However, when the first demonstration of the prototype system was held in September 2007 (the week of the 40<sup>th</sup> anniversary of the founding of the company), it used two Christie CP2000, 2K DLP projectors. Imax reps now said that their digital solution would be “platform agnostic” and use the best digital projectors available from any manufacturer.

The demo was held at an AMC multiplex near Imax’s Sheridan Park headquarters outside Toronto, in an auditorium with a screen about 27 by 55 feet (8.2 by 16.7 meters). Invited guests included rep-

resentatives from major theater chains, an independent production company, and at least one museum, as well as Imax founders **Graeme Ferguson** and **Roman Kroitor**. In other screenings research firm **Millward Brown** surveyed members of the public for Imax on their impressions of the system.

These audiences saw 2D trailers for ***Batman Begins***, ***Spider-Man 3***, ***Harry Potter and the Goblet of Fire***, ***300***, and an extended clip from ***Rolling Stone At the Max***. In 3D they saw the 3D animated short ***Falling In Love Again***, and trailers from ***NASCAR 3D***, ***Harry Potter and the Order of the Phoenix***, and ***The Polar Express***. Some guests also saw footage from **MacGillivray Freeman Films’** ***The Alps***. All of the footage had been scanned and processed by Imax subsidiary **DKP/70mm Inc.**, although the resolution of the scanning was not disclosed.

We spoke to several people who had seen the demonstration, all of whom said that they and everyone else in their screenings had been impressed by the image quality (including, reportedly, the Imax founders). The people we spoke with were familiar with standard 2K digital projection and reported that the demo appeared to be better than 2K, and that it had exceeded their expectations.

However, no other format, film or digital, was shown during the demo, and more than one person said that an A/B comparison with 15/70 film or standard 2K digital would have been more revealing. One participant told *LFX* that without such a comparison, judging the difference between the prototype and standard 2K would require “perfect visual memory.” He also noted that the heavy preponderance of DMR footage and fast-cutting trailers was not conducive to careful evaluation of image quality, but was clearly intended to impress the multiplex customers.

Imax has released two datapoints from the audience survey: “98 percent of respondents who had seen IMAX before [or] were able to make the comparison, said that the prototype IMAX digital system fits

with their expectations for the brand,” and “46 percent said that the overall experience in the digital IMAX theatre was better than previous IMAX experiences.” The company did not say how many people were surveyed, or how many were in the subset that had seen IMAX before. It should be noted that “fit[ting] expectations for the brand” is a rather vague criterion, and the second point implies that a majority thought the digital image was worse than film-based IMAX, or thought they were the same, or had no opinion.

According to digital projection experts we’ve spoken with, there are essentially two methods for creating images with a higher resolution than that of the projectors being used. One is to tile multiple images together and blend them at the seams, much as the original Cinerama joined three 35mm images to create an ultra-wide image. Although the difficulty of combining images from multiple projectors was one of the primary motivations for inventing the first IMAX projector, today’s best digital projectors can blend images, match colors, and maintain alignment automatically.

Many digital domes use arrays of digital projectors to fill their screens seamlessly, and although the practice would also work for flat giant screens, it has not caught yet on in those venues.

The other method is called super resolution. It is roughly analogous to an interlaced analog video signal, in which two fields, each of lower resolution, are combined over time to create a single frame with higher resolution. Digital super resolution can take many forms. Very roughly speaking, two projectors can be set to overlap their images, offset by half a pixel width. If the original image has twice the native resolution of the projectors, and each unit projects a picture with complementary halves of the original, in theory they will be perceived as re-creating the full resolution of the original. The same effect can also be achieved with a single projector by alternating the images temporally, while vibrating or rotating the projector slightly. Of course, this method

| Film                   | Theater              | Open     | Close    | Film                    | Theater          | Open          | Close    | Film          | Theater         | Open     | Close    |
|------------------------|----------------------|----------|----------|-------------------------|------------------|---------------|----------|---------------|-----------------|----------|----------|
| E3D<br>EMSH<br>Everest | San Antonio 3D       | 1/5/07   | 1/4/08   | HOTB                    | Atlanta FMNH     | 1/20/07       | 1/19/08  | HumanBod      | Tallahassee     | 7/27/07  | 10/28/07 |
|                        | Shreveport           | 10/1/07  | 5/31/08  |                         | Austin           | 1/27/07       | 1/26/08  |               | Tampa MOSI      | 8/17/07  | 10/07    |
|                        | Sinsheim             | 5/4/06   | 11/3/07  |                         | Birmingham AL    | 1/2/07        | 1/1/08   |               | Alexandria      | 1/1/07   | 12/31/07 |
|                        | Stockholm            | 5/11/07  | 5/10/08  |                         | Boston MOS       | 5/3/07        | 6/30/08  |               | Calgary TWS     | 2/16/06  | 6/30/08  |
|                        | Sydney WBS           | 5/25/06  | 5/24/08  |                         | Charleston SC    | 2/1/07        | 1/31/08  |               | Charlotte       | 6/13/07  | 10/25/07 |
|                        | Syracuse             | 5/9/07   | 11/30/07 |                         | Charlotte        | 1/15/07       | 1/14/08  |               | Chicago MSI     | 1/15/07  | 4/29/08  |
|                        | Tampa MOSI           | 5/4/07   | 12/31/07 |                         | Chicago MSI      | 1/15/07       | 1/14/08  |               | Des Moines      | 9/28/07  | 9/30/08  |
|                        | Townsville           | 7/17/06  | 7/6/08   |                         | Cincinnati MC    | 12/22/06      | 12/21/07 |               | Hibbing         | 9/1/07   | 12/31/07 |
|                        | Virginia Beach       | 3/3/06   | 9/1/08   |                         | Cleveland        | 1/20/07       | 1/19/08  |               | Kuala Lumpur Di | 4/1/07   | 3/31/08  |
|                        | Poznan CC            | 10/11/05 | 12/08    |                         | Covington OTI    | 1/20/07       | 1/19/08  |               | Portland OMSI   | 6/7/07   | 10/7/07  |
| FightPil               | Castle Rock          | 3/92     |          | Davenport               | Davenport        | 12/22/06      | 12/21/07 | India<br>ITD  | Saint Louis SC  | 10/1/07  | 9/30/08  |
|                        | Salt Lake City CP    | 6/15/06  | 12/07    |                         | Dearborn         | 12/22/06      | 12/21/07 |               | San Diego RHF   | 1/1/07   | 9/30/08  |
|                        | San Diego RHF        | 9/1/06   | 9/30/08  |                         | Denver MNS       | 3/16/07       | 3/15/08  |               | San Jose CA     | 6/1/07   | 2/1/08   |
|                        | Singapore DC         | 9/1/07   | 2/29/08  |                         | Des Moines       | 3/9/07        | 3/8/08   |               | Sioux Falls     | 6/1/06   | 5/31/08  |
|                        | Cedar Rapids         | 6/22/07  | 10/21/07 |                         | Detroit SC       | 12/22/06      | 12/21/07 |               | Stockholm       | 11/30/01 | 12/31/07 |
|                        | Chantilly            | 12/10/04 | 5/31/08  |                         | Duluth           | 12/22/06      | 12/21/07 |               | Vancouver TWS   | 10/22/04 | 6/30/08  |
|                        | Corpus Christi       | 2/3/05   | 11/30/08 |                         | Edmonton TWS     | 1/26/07       | 1/25/08  |               | Little Rock AEC | 8/25/07  | 12/25/07 |
|                        | Dayton               | 12/3/04  | 5/31/08  |                         | Fort Worth       | 2/9/07        | 2/8/08   |               | Hong Kong UA    | 9/1/07   | 2/29/08  |
|                        | Garden City          | 12/10/04 | 5/31/08  |                         | Garden City      | 12/22/06      | 12/21/07 |               | Kazan           | 10/20/06 | 9/14/08  |
|                        | Hampton              | 12/10/04 | 12/31/07 | FOK<br>FON              | Gatineau         | 3/15/07       | 3/14/08  | JIAC          | San Diego RHF   | 6/28/07  | 9/30/08  |
| Galapago               | Las Vegas Lux        | 12/10/04 | 12/31/07 |                         | Hague            | 6/15/07       | 6/15/08  |               | Spokane         | 7/1/07   | 6/30/08  |
|                        | McMinnville          | 3/15/07  | 3/14/08  |                         | Harrisburg       | 1/6/07        | 1/5/08   |               | Charleston WV   | 10/6/07  | 1/31/08  |
|                        | Washington NASM      | 3/11/05  | 5/08     |                         | Houston MNS      | 6/1/07        | 5/31/08  |               | Portage GQT     | 4/15/07  | 4/30/08  |
|                        | Kuwait City          | 4/17/00  | 4/08     |                         | Huntsville       | 3/16/07       | 3/15/08  |               | Saint Augustine | 1/1/07   | 5/31/08  |
|                        | Bradford             | 10/3/06  | 10/3/07  |                         | Hutchinson       | 3/14/07       | 3/15/08  |               | San Diego RHF   | 8/2/02   | 12/08    |
|                        | Cincinnati MC        | 10/2/04  | 8/31/08  |                         | Indianapolis Imx | 10/5/07       | 10/4/08  |               | Sioux Falls     | 6/1/06   | 5/31/08  |
|                        | Guayaquil            | 3/16/07  | 3/1/08   |                         | Jersey City      | 7/19/07       | 5/30/08  |               | Spokane         | 2/10/06  | 12/31/08 |
|                        | Hague                | 2/1/05   | 12/31/07 |                         | Louisville SC    | 3/21/07       | 5/25/08  |               | Yellowstone     | 6/15/02  | 12/08    |
|                        | Kolkata Aer          | 10/14/07 | 10/31/08 |                         | Lubbock          | 6/8/07        | 6/7/08   | L5<br>Lions3D | Nuremberg       | 5/31/07  | 5/30/08  |
|                        | London SM            | 2/24/06  |          | GAW<br>GC               | Lucerne          | 10/15/07      | 10/14/08 |               | London BFI      | 2/9/07   | 2/08     |
| Greece                 | Malaga Yel           | 3/25/06  | 3/1/08   |                         | London SM        | 2/3/07        | 2/2/08   |               | London SM       | 2/9/07   | 2/08     |
|                        | Roanoke              | 6/1/07   | 11/30/07 |                         | Mobile           | 6/4/07        | 6/3/08   |               | Moscow          | 2/20/07  | 2/20/08  |
|                        | San Diego RHF        | 5/28/04  | 9/30/08  |                         | Montreal SC      | 3/15/07       | 3/14/08  |               | Sacramento Imx  | 7/1/07   | 12/31/07 |
|                        | Spokane              | 8/20/04  | 6/30/08  |                         | Nuremberg        | 6/15/07       | 6/14/08  |               | Sydney WBS      | 2/23/07  | 3/08     |
|                        | Vulcania             | 1/1/06   | 12/31/07 |                         | Oklahoma City    | 3/9/07        | 3/8/08   |               | Washington NMNH | 2/1/07   | 2/28/08  |
|                        | Berlin CS            | 8/11/06  | 8/31/08  |                         | Orlando SC       | 3/16/07       | 3/15/08  | LivingSe      | San Diego RHF   | 6/28/07  | 6/30/08  |
|                        | Guayaquil            | 11/16/06 | 11/15/07 |                         | Pensacola        | 12/22/06      | 12/21/07 |               | Xalapa          | 8/30/07  | 11/30/07 |
|                        | Leon Exp             | 6/1/07   | 11/30/07 |                         | Philadelphia     | 1/5/07        | 1/4/08   |               | Loch Lomond     | 7/24/02  |          |
|                        | Moscow               | 10/24/05 | 11/1/07  |                         | Pittsburgh CSC   | 12/26/06      | 12/25/07 |               | Nagoya OT       | 10/1/07  | 3/31/08  |
|                        | Sofia CC             | 2/5/07   | 2/4/08   |                         | Portland OMSI    | 1/12/07       | 1/11/08  |               | Osaka Sci       | 10/2/07  | 1/31/08  |
|                        | Saint Louis Arch     | 1/13/07  | 1/12/08  |                         | Providence Imx   | 1/15/07       | 1/14/08  |               | Tokorozawa      | 10/2/07  | 1/4/08   |
|                        | Cincinnati MC        | 11/17/06 | 8/31/08  |                         | Raleigh Exp      | 10/5/07       | 10/4/08  |               | Warsaw CC       | 6/1/07   | 12/31/07 |
|                        | Grand Canyon DCI     | 11/1/99  | 12/07    |                         | Regina           | 9/7/07        | 3/6/08   | M3D<br>M3Dcc  | Aguascalientes  | 4/30/07  | 4/29/08  |
|                        | Hyderabad            | 4/15/07  | 4/15/08  | HaunCast                | Sacramento Imx   | 2/07          | 1/15/08  |               | Karlshamn       | 11/1/05  | 10/31/07 |
|                        | Jakarta              | 4/20/07  | 4/20/08  |                         | Saint Augustine  | 1/12/07       | 1/11/08  |               | Alamogordo      | 10/1/07  | 3/31/08  |
|                        | Spokane              | 6/1/07   | 11/30/07 |                         | Saint Paul       | 12/22/06      | 12/21/07 |               | Chantilly       | 9/4/07   | 4/30/08  |
|                        | Albuquerque          | 3/25/07  | 10/15/07 |                         | San Antonio 2D   | 12/22/06      | 12/21/07 |               | Duluth          | 11/3/06  | 12/31/07 |
|                        | Boston MOS           | 3/10/06  |          |                         | San Jose CA      | 1/10/07       | 1/9/08   |               | Garden City     | 9/23/05  | 12/31/07 |
|                        | Charleston SC        | 3/16/07  | 3/15/08  |                         | Seattle PSC 2    | 12/26/06      | 12/25/07 |               | Huntsville      | 11/23/05 | 11/22/07 |
|                        | Hastings             | 3/1/07   | 2/28/08  |                         | Shreveport       | 12/23/06      | 12/22/07 |               | Krakow CC       | 2/24/06  | 2/23/08  |
|                        | Mobile               | 1/15/07  | 1/15/08  |                         | Singapore SC     | 2/1/07        | 1/31/08  |               | KSC 2           | 9/23/05  |          |
|                        | Norwalk              | 6/15/07  | 12/14/08 |                         | Spokane          | 3/16/07       | 3/15/08  |               | McMinnville     | 4/14/07  | 4/13/08  |
|                        | Nuremberg            | 6/1/06   | 10/1/07  | HC<br>HCBTD<br>HeartSon | Sudbury          | 9/4/07        | 9/3/08   | MG<br>MOE     | Memphis Pink    | 3/4/06   | 2/1/08   |
| HCBTD<br>HeartSon      | Saint Paul           | 5/1/07   | 11/1/07  |                         | Syracuse         | 2/3/07        | 5/4/08   |               | Moscow          | 4/12/06  | 4/14/08  |
|                        | Victoria DCI         | 2/16/07  | 2/15/08  |                         | Tallahassee      | 6/15/07       | 6/14/08  |               | Prague CC       | 1/17/07  | 1/16/08  |
|                        | Amneville            | 9/1/07   | 8/31/08  |                         | Tampa MOSI       | 2/9/07        | 12/21/07 |               | Sydney WBS      | 10/20/05 |          |
|                        | Barcelona            | 10/07    | 3/08     |                         | Tempe Imx        | 6/15/07       | 6/14/08  |               | Tallahassee     | 9/1/07   | 9/1/08   |
|                        | Berlin CS            | 4/5/01   | 12/07    |                         | Toronto OSC      | 10/15/07      | 10/14/08 |               | Washington NASM | 9/23/05  |          |
|                        | Boston NEA           | 10/5/07  | 11/4/07  |                         | Vancouver TWS    | 12/23/06      | 12/22/07 |               | Milwaukee       | 6/1/07   | 12/31/07 |
|                        | Duluth               | 10/1/07  | 10/31/07 |                         | Yellowstone      | 5/11/07       | 11/10/07 |               | Boston MOS      | 7/1/06   | 12/31/07 |
|                        | Eilat Epic           | 4/4/04   | 12/31/07 |                         | HPOOTP           | Birmingham AL | 9/5/07   | 10/07         | Bradford        | 1/1/07   | 12/31/07 |
|                        | Galveston            | 2/07     | 12/07    |                         | Cleveland        | 10/3/07       |          | MOF           | Cocoa           | 1/1/07   | 12/31/07 |
|                        | Indianapolis Imx     | 10/3/07  |          |                         | Colleyville      | 7/11/07       | 10/07    |               | Durban          | 1/1/06   | 12/31/07 |
|                        | London BFI           | 12/1/01  | 12/07    |                         | Covington OTI    | 7/11/07       | 10/07    |               | Hampton         | 8/1/05   | 12/31/07 |
|                        | Madrid               | 6/12/02  | 12/08    |                         | Davenport        | 8/27/07       | 10/07    |               | London BFI      | 2/1/06   | 12/31/07 |
|                        | Melbourne MV         | 9/13/01  | 12/07    |                         | Evansville Sho   | 7/11/07       | 10/07    |               | Lucerne         | 9/1/06   | 11/20/07 |
|                        | Montreal SC          | 10/3/07  | 11/4/07  |                         | Fort Lauderdale  | 7/11/07       | 10/2/07  |               | Manchester UCI  | 7/1/06   | 12/31/07 |
|                        | Moscow               | 1/1/04   | 12/08    |                         | Garden City      | 7/11/07       | 10/07    |               | Melbourne MV    | 1/1/07   | 12/31/07 |
|                        | Nuremberg            | 5/28/03  | 12/31/07 |                         | Huntsville       | 7/25/07       | 10/11/07 |               | Portland OMSI   | 7/1/06   | 12/31/07 |
|                        | Quebec               | 9/29/06  | 1/31/08  |                         | Manchester UCI   | 7/12/07       | 10/17/07 |               | San Diego RHF   | 11/1/01  | 9/08     |
|                        | Saint Petersburg Kro | 10/5/07  | 10/4/08  |                         | Providence Imx   | 9/12/07       |          |               | San Jose CA     | 1/1/07   | 12/31/07 |
|                        | Sydney WBS           | 9/20/01  | 12/07    |                         | Reading JF       | 7/11/07       | 10/4/07  |               | Sioux Falls     | 6/1/06   | 5/31/08  |
|                        | Huntsville           | 2/1/06   | 2/1/08   |                         | Sacramento Imx   | 8/17/07       | 10/07    |               | Toronto OP      | 1/1/07   | 12/31/07 |
|                        | San Simeon DCI       | 8/17/96  |          |                         | Sandy            | 7/11/07       | 10/25/07 |               | Winnipeg        | 8/1/05   | 12/31/07 |
|                        | Dollywood            | 3/31/07  | 12/31/07 |                         | Spokane          | 7/11/07       | 10/4/07  |               | Durban          | 5/1/07   | 4/30/08  |

## Bookings: October 2007 by Film

### 755 bookings of 97 films in 298 theaters

Listings shown in **bold face** below are new or updated listings. The rest are unchanged from the previous month's issue.

The data on the following pages are ***not*** warranted to be comprehensive or accurate in every detail, despite our best

efforts to make them so. They have been compiled from theater surveys, distributors, the Web, and other sources.

We will make every effort to improve the thoroughness, and accuracy of these data. If your theater or film is not shown here, please get in touch with us to update our listings.

Where a date is not shown, it means that no date was provided by the source or, in the case of a closing date, that no date has been set, or that the run is indefinite.

The key to film abbreviations is on page 25.

| Film     | Theater          | Open     | Close    | Film     | Theater          | Open     | Close    | Film     | Theater             | Open     | Close    |
|----------|------------------|----------|----------|----------|------------------|----------|----------|----------|---------------------|----------|----------|
| 300      | San Diego Reg    | 10/19/07 |          |          | Saint Augustine  | 4/12/07  | 6/30/08  |          | Mexico City Pap     | 4/07     | 10/07    |
|          | Tigard Reg       | 10/19/07 |          | Bugs     | Poznan CC        | 9/4/07   |          |          | Moscow              | 4/07     | 10/07    |
| Africa   | Baltimore        | 7/1/07   | 6/30/08  |          | Quebec           | 3/2/07   | 3/2/08   |          | Osaka Sci           | 4/07     | 10/07    |
| AfricAdv | Austin           | 5/19/07  | 4/30/08  |          | Schenectady      | 9/29/07  | 4/29/08  |          | Paris Geo           | 4/07     | 10/07    |
|          | Batavia GQT      | 8/7/07   | 12/31/07 |          | Sofia CC         | 9/21/07  |          |          | Portage GQT         | 4/07     | 10/07    |
|          | Moscow           | 10/11/07 | 10/10/08 |          | Tallahassee      | 9/19/07  |          |          | Quebec              | 4/07     | 10/07    |
|          | Tarentum Cmk     | 6/15/07  |          | CRA      | Atlanta FMNH     | 6/30/06  | 10/5/07  |          | Sendai CSC          | 4/07     | 10/07    |
|          | Vancouver Imx    | 6/6/07   |          |          | Bogota Mal       | 3/16/07  | 6/15/08  |          | Singapore SC        | 4/07     | 10/07    |
| AIA3D    | Eilat Epic       | 1/1/07   | 12/31/07 |          | Boston MOS       | 5/3/07   | 6/30/08  |          | Sinsheim            | 4/07     | 10/07    |
| AIWC     | San Diego RHF    | 6/28/07  | 9/30/08  |          | Laie             | 1/26/05  | 12/07    |          | Sydney WBS          | 4/07     | 10/07    |
| AJ       | Erie             | 4/21/07  | 11/30/07 |          | Pitea            | 9/15/07  | 1/31/08  |          | Tampa MOSI          | 4/17/07  | 10/07    |
|          | Jackson MS       | 6/1/07   | 11/30/07 |          | San Diego RHF    | 10/1/06  | 9/30/08  |          | Tondabayashi        | 4/07     | 10/07    |
| Alamo    | San Antonio 2D   |          |          | CTPA     | Hong Kong UA     | 6/1/07   | 11/30/07 |          | Vancouver Imx       | 4/20/07  | 10/07    |
|          | San Antonio 3D   | 2/20/07  |          | CV       | Guayaquil        | 3/1/07   | 2/29/08  | DIS      | Toulouse            | 2/5/07   | 1/4/08   |
| Alaska   | Baltimore        | 7/1/07   | 6/30/08  | Cyberwor | Kuala Lumpur Di  | 10/27/05 | 10/26/07 | Dolphins | Alamogordo          | 7/1/07   | 6/30/08  |
|          | Saint Louis Arch | 1/13/07  | 1/2/08   |          | Seoul CGV        | 3/3/06   | 3/2/08   |          | Boston MOS          | 5/3/07   | 6/30/08  |
| ALBT     | Coomera          | 11/1/05  | 10/31/07 |          | Sofia CC         | 10/13/06 | 10/12/07 |          | Saint Augustine     | 6/1/07   | 12/31/07 |
|          | Jackson MS       | 10/22/06 | 10/31/07 | DinoAliv | Baltimore        | 4/27/07  | 4/30/08  |          | San Diego RHF       | 6/28/07  | 10/31/07 |
|          | Nuremberg        | 12/21/06 | 12/31/07 |          | Boston MOS       | 5/30/07  | 12/1/07  |          | Shakopee            | 5/12/07  | 10/30/07 |
|          | Saint Paul       | 3/9/07   | 6/30/08  |          | Bradford         | 5/24/07  | 1/31/08  |          | Spokane             | 7/1/07   | 6/30/08  |
| AlienAdv | Berlin CS        | 3/1/00   |          |          | Chattanooga      | 3/30/07  | 3/30/08  | DS3D     | Amneville           | 6/13/07  | 12/31/07 |
|          | Eilat Epic       | 4/4/04   | 12/31/07 |          | Cleveland        | 4/28/07  | 4/27/08  |          | Ankara AFM          | 9/21/07  | 8/31/08  |
|          | Glasgow          | 3/1/05   | 12/31/07 |          | Columbus COSI    | 6/9/07   | 12/31/07 |          | Barcelona           | 9/19/07  | 9/18/08  |
|          | Sofia CC         | 7/1/07   | 6/30/08  |          | Copenhagen       | 9/20/07  | 2/20/08  |          | Berlin CS           | 4/6/06   | 10/5/07  |
| Alps     | Atlanta FMNH     | 8/4/07   | 8/3/08   |          | Dallas MNS       | 5/30/07  | 5/25/08  |          | Birmingham UK       | 2/9/07   | 1/31/08  |
|          | Baltimore        | 10/5/07  | 1/17/08  |          | Davenport        | 5/16/07  | 5/1/08   |          | Boston NEA          | 3/3/06   | 3/31/08  |
|          | Barcelona        | 9/15/07  | 9/14/08  |          | Dearborn         | 4/4/07   | 12/31/07 |          | Bradford            | 2/10/07  | 4/9/08   |
|          | Birmingham AL    | 5/26/07  | 5/25/08  |          | Edmonton TWS     | 5/18/07  | 5/1/08   |          | Chattanooga         | 3/3/06   | 3/2/08   |
|          | Chantilly        | 10/5/07  | 2/1/08   |          | Fort Lauderdale  | 5/25/07  | 12/1/07  |          | Copenhagen          | 11/24/06 | 11/23/07 |
|          | Charleston SC    | 4/13/07  | 3/29/08  |          | Galveston        | 5/25/07  | 5/25/08  |          | Davenport           | 3/16/07  | 10/4/07  |
|          | Cincinnati MC    | 5/12/07  | 5/11/08  |          | Hague            | 4/21/07  | 10/21/07 |          | Dubai               | 10/23/06 | 12/22/07 |
|          | Denver MNS       | 10/4/07  | 10/3/08  |          | Hampton          | 9/28/07  |          |          | Duluth              | 5/4/07   | 5/4/08   |
|          | Edmonton TWS     | 10/4/07  | 10/3/08  |          | Kansas City Sci  | 3/31/07  | 1/31/08  |          | Galveston           | 9/22/06  | 11/16/07 |
|          | Garden City      | 7/4/07   | 12/31/07 |          | Katowice CC      | 9/3/07   | 2/3/08   |          | Garza Garcia        | 8/23/07  | 2/23/08  |
|          | Gatineau         | 7/1/07   | 6/30/08  |          | Krakow CC        | 9/3/07   | 2/3/08   |          | Glasgow             | 8/20/07  | 9/19/08  |
|          | Hague            | 6/15/07  | 6/14/08  |          | Lehi             | 5/25/07  | 5/31/08  |          | Hague               | 7/1/06   | 6/30/08  |
|          | Houston MNS      | 7/12/07  | 7/11/08  |          | London SM        | 5/25/07  | 1/31/08  |          | Hong Kong SM        | 8/1/07   | 1/31/08  |
|          | Hutchinson       | 6/29/07  | 6/28/08  |          | Los Angeles CSC  | 3/30/07  | 3/30/08  |          | Houston MNS         | 3/9/07   | 3/8/08   |
|          | Lubbock          | 3/15/07  | 3/16/08  |          | Milwaukee        | 9/12/07  |          |          | Hyderabad           | 2/1/07   | 1/31/08  |
|          | Milwaukee        | 9/7/07   | 3/20/08  |          | New York AMNH    | 5/18/07  | 5/1/08   |          | Istanbul AFM        | 10/7/07  | 8/31/08  |
|          | Montreal SC      | 4/24/07  | 4/23/08  |          | Oakland          | 6/20/07  | 6/20/08  |          | Kiryat Bialik       | 9/23/07  | 9/14/08  |
|          | Norwalk          | 10/4/07  | 1/17/08  |          | Omaha Zoo        | 5/4/07   | 4/4/08   |          | Kuwait City         | 10/13/07 | 4/12/08  |
|          | Portland OMSI    | 3/21/07  | 3/20/08  |          | Orlando SC       | 6/15/07  | 12/31/07 |          | Las Vegas Lux       | 3/3/06   | 12/31/07 |
|          | Regina           | 6/1/07   | 5/31/08  |          | Pittsburgh CSC   | 9/7/07   | 2/29/08  |          | London BFI          | 9/3/06   | 12/31/07 |
|          | Sacramento Imx   | 4/6/07   | 4/5/08   |          | Prague CC        | 9/18/07  | 2/20/08  |          | London SM           | 3/3/06   | 3/2/08   |
|          | San Diego RHF    | 3/30/07  | 10/4/07  |          | Saitama Omi      | 5/26/07  | 11/26/07 |          | Lucerne             | 9/1/07   | 8/31/08  |
|          | Seattle PSC 2    | 3/30/07  | 3/29/08  |          | San Diego RHF    | 6/22/07  | 1/15/08  |          | Madrid              | 9/19/07  | 9/18/08  |
|          | Speyer Imax      | 5/30/07  | 5/29/08  |          | Seattle PSC 2    | 5/19/07  | 12/1/07  |          | Manila              | 8/28/07  | 8/27/08  |
|          | Sudbury          | 6/25/07  | 6/24/08  |          | Sydney WBS       | 9/27/07  |          |          | Melbourne MV        | 4/13/06  | 4/12/08  |
|          | Syracuse         | 7/15/07  | 7/14/08  |          | Virginia Beach   | 4/11/07  | 4/1/08   |          | Memphis Pink        | 6/23/07  | 2/29/08  |
|          | Tempe Imx        | 3/23/07  | 8/22/08  |          | Wakayama         | 7/6/07   | 12/31/07 |          | Menlyn              | 6/24/07  | 1/23/08  |
|          | Valencia Spn     | 10/14/07 | 10/14/08 |          | Warsaw CC        | 9/3/07   | 2/3/08   |          | Moscow              | 5/31/06  | 5/31/08  |
| Amazon   | Sioux Falls      | 10/6/07  |          | DinoGOP  | Amneville        | 4/07     | 10/07    |          | Myrtle Beach DCI    | 5/20/07  | 12/31/07 |
| Antarc   | Portland OMSI    | 10/9/07  |          |          | Apple Valley Imx | 4/13/07  | 10/07    |          | Omaha Zoo           | 6/1/06   | 12/31/07 |
|          | Sandy            | 9/12/07  |          |          | Atlantic City    | 4/16/07  |          |          | Osaka Sun           | 9/1/06   | 7/31/08  |
|          | Tianjin          | 9/11/07  | 3/9/08   |          | Berlin CS        | 4/07     | 10/07    |          | Oviedo Yel          | 2/1/07   | 1/31/08  |
| AOTD     | Manchester UCI   | 10/2/07  |          |          | Calgary TWS      | 4/07     | 10/07    |          | Paris Geo           | 4/1/07   | 5/31/08  |
| Bears    | Hibbing          | 9/1/07   | 8/31/08  |          | Durban           | 4/07     | 10/07    |          | Phoenix ASC         | 5/29/07  | 10/4/07  |
|          | Kagawa           | 10/2/07  | 12/16/07 |          | Garza Garcia     | 4/07     | 10/07    |          | Poitiers Imax 3D    | 2/1/07   | 1/31/08  |
|          | Lucerne          | 12/1/06  | 11/30/07 |          | Grand Rapids Cel | 9/28/07  |          |          | Prague CC           | 4/26/07  | 4/25/08  |
|          | Nuremberg        | 9/1/07   | 8/31/08  |          | Indianapolis Imx | 4/07     | 10/07    |          | Quebec              | 6/23/06  | 12/31/07 |
|          | Saint Felicien   | 5/31/06  | 5/31/08  |          | Las Vegas Lux    | 4/07     | 10/07    |          | Regina              | 12/1/06  | 12/31/07 |
| Beavers  | Parker           | 11/1/06  | 12/31/07 |          | Lehi             | 4/07     | 10/07    |          | Saint Petersburg NA | 5/17/07  | 5/16/08  |
| BP       | Chongqing CP     | 5/1/07   | 4/30/08  |          | Matsusaka        | 4/07     | 10/07    |          | Salt Lake City CP   | 3/3/06   | 3/2/08   |

yields an image only half as bright as using two projectors.

In theory, two 2K images could create an image with a resolution equivalent to about 2.9K. They do not create a 4K image, because the image size increases as the square of horizontal resolution: a 4K image is the equivalent of four 2K pictures. By the same token, a super-resolution system using two 4K units has a maximum theoretical resolution of about 5.8K.

Imax has filed for patents on systems using techniques like these (and for tiling and edge-blending methods as well), so presumably the digital system uses some

form of super-resolution process, probably in combination with custom lenses for improved brightness, and processing of the source material to take advantage of the super-resolution technique.

This digital preparation of the content may provide Imax with a proprietary gateway and revenue stream that it does not now have in the film world. Today, an independent producer can create and distribute 15/70 films to IMAX theaters without involving Imax Corporation in any way. Although it might be technically possible to have a similar open system in the digital realm, it is possible that produc-

ers will be required to go to Imax for digital processing of their films (as studios must now for DMR processing) before they can be shown in IMAX digital theaters. Imax did not respond to LFX's questions on this point.

As we report in The Biz (*see page 4*), Imax has said it will install three prototype digital projectors in the second quarter of 2008, earlier than previously announced. Another three will be placed “shortly thereafter,” with the rollout of production units to follow in late 2008, after certain “performance specifications” have been met.

## Bonnick's Conference Presentation

*In the Digital Age session at the GSCA conference, Imax executive vice president **Brian Bonnick** provided the only technical details released so far about the Imax digital projection system, in response to questions from moderator **Mike Lutz** and LF Examiner editor **James Hyder**. The following is a transcript from that session.*

**Brian Bonnick:** We are launching our next-generation MPX replacement digital solution in late '08, early '09. It employs dual projectors in a very custom mode. I like to refer to it as “projector agnostic,” meaning that we will select the best technology available at that point in time and integrate it with IMAX proprietary IP [intellectual property]. The value of this is that as manufacturers of projectors and servers and other components grow and enhance their products, we can go with the flow and take that next step without having to revamp the entire system.

We have a prototype system built, it is actually operating in a local AMC theater near our offices. Our system increases light contrast, light brightness, it rectifies bad pixels, it increases image fidelity, it reduces the screen door effect, and it keeps the image uniform across the screen. In our opinion, it produces an image worthy of the IMAX brand.

The 3D system will illuminate an 80-foot-wide screen that's curved, for the life of the lamp. That's a really important point: life of the lamp. There are system integrators out there that might suggest that they can illuminate much larger screens than that. And the truth is, you can, when the lamp is new. But if you're going to maintain a quality presentation with saturated colors, you have got to get adequate lumens on that screen for the life of the lamp. Otherwise, call yourself a commercial supplier, and not a giant-screen supplier. If I took our numbers and converted them into that other format, I should have quoted you a screen of

101 feet in width. So you need to be very aware of what you're being told and what your demands are in a quality presentation.

At our demo theater we've had theater operators, certain studio executives, and members of the giant-screen community, and I should think Mike, you were in recently...

**Mike Lutz:** [joking] I was incognito. I was wearing a disguise, actually.

**Bonnick:** Okay. We've had nothing but universally positive feedback. We also had some independent consumer research conducted by Millward Brown. Ninety-six percent of respondents who were familiar with IMAX said that the prototype digital theater was reflective of the IMAX brand. And 46% of them said that the overall experience of the digital IMAX theater was better than other IMAX experiences that they've had. So that's very positive input and it's still a digital prototype.

So the question you all want to know is, what does that mean for us? Can we use that system? And I guess the answer would be, potentially in smaller market IMAX venues with screens up to about 80 feet or 25 meters, where large-format films are being played. As related to the largest of theaters, GTs, I would suspect that we're another four to five years away. The big issue there is brightness, brightness, brightness.

**Lutz:** What date do you think you'll install your first digital projector?

**Bonnick:** We'll probably have a pre-production launch some point next year, a formal launch late next year or early '09. We're constantly working to bring that forward, but

that's where we're at right now.

**James Hyder:** What is the effective resolution of the current prototype that you're showing? Is that going to be the final resolution of that system? And how would you compare that to the one that you were characterizing as a replacement for the GT system later on. And the second question is, can you tell us what you're doing with these Christie projectors or the Sony projectors you say you might use? Are you bolting something on the front, are you doing something at the server side, are you getting inside the guts of the projector, can you characterize what Imax is doing that makes these different from the Christie projectors that Wolfram [Weber, in Nuremberg] has?

**David Keighley:** [joking] Don't answer him!

**Bonnick:** I'll answer the second one first because the answer is easy, because patents aren't filed. We're doing a lot of stuff that's proprietary, so I'm unwilling to share what we're doing. The first question, we're using Christie CP2000 projectors right now, coupled with our intellectual property, so the projectors are each 2K resolution, we're doing some interesting things that increase the image fidelity. We are continuing to work also with Sony. Christie happens to be further along, so that's what we've got at our demo site right now. And this comes back to the point of being projector agnostic. If John Doe shows up next year with a new technology, the way we are developing our solutions, we will be able to integrate that. That's an important thing to be able to go digital. Change is like day and night. Whereas our film-based systems, obviously, as we all know, tend to be pretty stable. We have to recognize that electronics come and go very quickly, we have to be nimble in that regard.

**Hyder:** But is the image you're projecting a 2K image?

**Bonnick:** The image is a perceived higher-than-2K image. That's as far as I'm willing to go.



Brian Bonnick



| GSCA 2007 Films in Production  |  |   |  |
|--|--|---|--|
| <b><i>Animalopolis</i></b><br>Graphic Films<br>Release Date: July 2008<br>Format: 2D 25 min.   |  | <b><i>Proud American</i> (wt)</b><br>LightSource LLC/Multi Image Productions, Inc.<br>Release Date: September 2008<br>Format: 2D 45 min.<br><br>Tolerance, freedom, education, and personal responsibility, the pillars that make America a truly grand society. <i>Proud American</i> is centered around five powerful true short stories--each portrays valuable life lessons. It is an emotional, inspirational, and visual journey depicting America and the everyday Americans who exemplify the best that we can be.                        |  |
| <b><i>Arabia</i> (wt)</b><br>MacGillivray Freeman Films<br>Release Date: 2009<br>Format: 2D and 3D 40 min.                               |  | <b><i>Return to Everest</i></b><br>MacGillivray Freeman Films<br>Release Date: Spring 2009<br>Format: 2D and 3D 40 min.<br><br>An international team of doctors and scientists embarks on a three-month expedition conducting a series of medical experiments on the world's tallest mountain. <i>Return to Everest</i> also reunites climbers Jamling Norgay and Araceli Segarra as they help the Nepalese Sherpa people and note what has changed since their successful 1996 climb.  |  |
| <b><i>Beowulf: An IMAX 3D Experience</i></b><br>Paramount<br>Release Date: Nov. 16, 2007<br>Format: 2D and 3D 105 min.                   |  | <b><i>Sea Rex</i></b><br>N3D Land Productions<br>Release Date: December 2008<br>Format: 3D 42 min.<br><br>Twenty million years before dinosaurs roamed the earth, marine reptiles had already begun conquering the oceans. Atop the food chain, these carnivores ruled every sea until the end of the Cretaceous period. Some species were the marine equivalent of the famous T-rex: the largest predators of all times.   |  |
| <b><i>Champions of the World</i> (wt)</b><br>Tenare Pictures<br>Release Date: Fall 2009<br>Format: 2D and 3D 45 min.                     |  | <b><i>U2 3D</i></b><br>3ality Digital Entertainment<br>Release Date: February 2009<br>Format: 3D 85 min.<br><br>The world's biggest band in the first-ever 3D concert film on the largest movie screen of all...the magic of a U2 concert captured in a whole new dimension. U2 perform their greatest hits live in their sold-out globetrotting stadium show. Starring: Bono, The Edge, Adam Clayton, and Larry Mullen, Jr.  |  |
| <b><i>Dolphins And Whales 3D: Tribes of the Ocean</i> (wt)</b><br>3D Entertainment<br>Release Date: Feb. 29, 2008<br>Format: 3D 42 min.  |  | <b><i>Volcano!</i> (wt)</b><br>National Geographic and Graphic Films<br>Release Date: Late 2009<br>Format: 2D 40 min.<br><br>Krakatoa, Pompeii, Pinatubo, Mount St. Helens — names that ring down through history. Join National Geographic and Graphic Films as we team up on a new mission to explore the past and work to predict the future of nature's most spectacular and deadly events — volcanoes.   |  |
| <b><i>Grand Canyon Adventure</i></b><br>MacGillivray Freeman Films<br>Release Date: March 22, 2008<br>Format: 2D and 3D 40 min.          |  | <b><i>We The People</i></b><br>Inland Sea Productions<br>Release Date: September 2008<br>Format: 2D<br><br><i>We The People</i> inspires an understanding of America's Founding Documents and today's constitutional freedoms they protect. Film of present-day Washington, Smithsonian paintings and photographs, historic reenactments, immortal words and footage of America's most important leaders, a digitally energized introduction to these ideals, enhanced by superb classroom materials designed by leading constitutional scholars. |  |
| <b><i>Legends Of The Sky 3D</i></b><br>Jetliner Films, Inc. and K2 Communications<br>Release Date: May 2008<br>Format: 2D and 3D 42 min. |  | <b><i>Wild Ocean 3D</i> (formerly <i>Ocean Frenzy</i>)</b><br>Giant Screen Films<br>Release Date: February 2008<br>Format: 2D and 3D 40 min.<br><br>Each year a feeding frenzy of sharks, dolphins, whales and other big game fish takes place along the Kwazulu-Natal Coast of South Africa. <i>Wild Ocean 3D</i> captures this underwater struggle for survival and reveals the economic and cultural impact it has on the local people as well as how global climate change is threatening its very existence.                                 |  |
| <b><i>The Magic Tale</i> (wt)</b><br>Orbita Max<br>Release Date: December 2009<br>Format: 2D and 3D 45 min.                              |  | <b><i>Wonders Of The Great Lakes</i> (wt)</b><br>Science North<br>Release Date: May 5, 2008<br>Format: 2D 40 min.<br><br><i>Wonders of the Great Lakes</i> is about water sustainability and has a decidedly green theme. The film explores the diversity of the nature and wildlife and how they've been affected throughout the years, increasing our awareness of the importance of this fresh water resource to the social and economic vitality of North America.  |  |

| GSCA 2007 Films in Development  |  |   |  |
|---|--|---|--|
| <b><i>The Dark Knight: The IMAX Experience</i></b><br>Warner Bros.<br>Release Date: July 18, 2008<br>Format: 2D                               |  | <b><i>Flight Of The Butterflies</i> (wt)</b><br>Principal Large Format and SK Films<br>Release Date: March 2009<br>Format: 2D and 3D 40 min.<br><br><i>Flight of the Butterflies</i> is the story of one of the most amazing animal migrations on earth — that of the monarch butterfly. This epic natural history saga is interwoven with the scientific detective story of the discovery of the monarch's over-wintering sites in the remote mountains of Central Mexico..        |  |
| <b><i>Deep Earth: The Journey Begins</i> (wt)</b><br>Graphic Films and Space, Inc.<br>Release Date: Jan. 1, 2010<br>Format: 2D and 3D 40 min. |  | <b><i>Frontier Antarctica</i> (wt)</b><br>Giant Screen Films, Liquid Pictures<br>Release Date: Fall 2009<br>Format: 2D and 3D 40 min.<br><br>The majestic mountains, geological wonders and epic landscapes of Antarctica paint a picture of invincibility, but the story of this frozen empire can teach us much about how human interaction with the environment impacts life at the very far ends of the Earth. Antarctica is the frontline in a quest to understand our planet. |  |
| <b><i>Deep Sea-quel</i> (wt)</b><br>Imax Corporation<br>Release Date: Spring 2009<br>Format: 2D and 3D  |  | <b><i>The Greatest Journey</i> (wt)</b><br>Cosmic Picture/SK Films<br>Release Date: Fall 2008<br>Format: 2D 40 min.<br><br>Moroccan law student Ibn Battuta set out for Mecca in 1325 to perform the Hajj. Over 30 years he traveled three times further than Marco Polo. Experience the greatest annual pilgrimage on earth through the epic story of one of history's greatest travelers and join the Hajj as it happens today.   |  |

(from *SHORTS* on page 28)

houses the IMAX has already become the chain’s top performer. The ex-IMAX screen in Maltepe has returned to showing 35mm films.

AFM is Turkey’s largest cinema exhibitor, operating 152 screens at 27 locations around the country, including an IMAX SR theater in Ankara that opened in 2000.

**Breashears making Boston sig film**  
*Everest* director and adventurer David Breashears has begun work on an LF signature film for Boston’s Museum of Science. *Celebrate New England* will replace the Mugar OmniTheater’s existing signature film, *New England Time Capsule*, which is 20 years old.

Breashears has filmed aerials over Mount Washington in New Hampshire and filmed the Red Sox playing baseball at Fenway Park during the playoffs, the first time the five-time Everest summitter had shot baseball in 15/70.

The museum asked Breashears to shoot a few scenes “to have something concrete to offer” potential sponsors for the project, according to **Cherie Rivers**, manager of Omni and 3D theaters. Filming will resume when the funding has been secured.

**Mantellos present Reef award**  
In September, **Francois Mantello** and **Jean-Jacques Mantello** of 3D Entertainment, Ltd., presented actress **Darryl Hannah**



L to r: Jean-Jacques Mantello, Francois Mantello, Darryl Hannah.

nah with the Reef Rescuer Award for “her dedicated support and advocacy of reef and ocean conservation” at Reef Check’s fifth annual Reef Rescue gala in Malibu, CA. **Sylvia Earle**, the former chief scientist of the U.S. National Oceanographic Atmospheric Administration, was also honored at the ceremony for her lifetime of achievements in marine conservation.

The Reef Check Foundation is a non-profit organization established in 1997 to reverse the coral reef crisis and to facilitate ocean conservation on a global scale. The event featured a sneak preview of 3D Entertainment’s coming giant-screen film, *Dolphins & Whales 3D: Tribes of the Ocean*, which is set to open in February 2008.

**AMPAS changes Oscar doc rules**  
The Academy of Motion Picture Arts and Sciences has modified the rules for Academy Award contenders, eliminating the requirement for multi-city theatrical exhibition to qualify for the Feature or Short Documentary Oscar. The new rules state that “documentary features must run for a minimum of seven days in both Los Angeles County and the Borough of Manhattan, and documentary short subjects must run for a minimum of seven days in either Los Angeles County or the Borough of Manhattan.” During those runs, at least two screenings per day between noon and 10 p.m. are required for eligibility.

Another change allows documentary contenders who reach the semifinal round of voting to submit prints to the Academy in digital form, instead of 35mm, which will save money for the filmmakers in contention. The changes do not affect the films currently in contention for the 80<sup>th</sup> Academy Awards, which will be presented in Feb. 24, 2008, but will go into effect for the following year’s awards. For the full rules, visit [www.oscars.org](http://www.oscars.org).

| Worldwide LF Theater Inventory  |       |     |     |    |       |       |     |
|---|-------|-----|-----|----|-------|-------|-----|
| As of Oct. 1, 2007  |       |     |     |    |       |       |     |
| By Manufacturer and Region  |       |     |     |    |       |       |     |
| Mfr   | Af    | As  | Eu  | ME | NA    | SA    | Tot |
| CDC   |       | 3   | 1   |    | 7     |       | 11  |
| GOTO  |       | 20  |     | 1  |       |       | 21  |
| IMAX  | 3     | 47  | 45  | 6  | 183   | 6     | 290 |
| IWRK  |       | 19  | 7   |    | 19    | 1     | 46  |
| KINO  |       | 1   | 3   |    | 3     |       | 7   |
| MEGA  | 1     | 3   | 6   | 1  | 14    | 1     | 26  |
| Other   |       | 7   | 9   |    | 3     |       | 19  |
| Total   | 4     | 100 | 71  | 8  | 229   | 8     | 420 |
| By Format, Operator Type, and Region  |       |     |     |    |       |       |     |
| C = Commercial Standalone      CT = Theme Park<br>CM = Multiplex                      I = Institutional |       |     |     |    |       |       |     |
| Africa  |       | C   | CM  | CT | I     | Total |     |
|   | 8/70  |     |     |    | 1     | 1     |     |
|   | 15/70 |     | 2   |    | 1     | 3     |     |
|   | Total |     | 2   |    | 2     | 4     |     |
| Asia/Pac  | 8/70  | 5   |     | 5  | 20    | 30    |     |
|   | 10/70 |     |     | 2  | 18    | 20    |     |
|   | 15/70 | 11  | 12  | 2  | 25    | 50    |     |
|   | Total | 16  | 12  | 9  | 63    | 100   |     |
| Europe  | 8/70  | 3   | 6   | 5  | 11    | 25    |     |
|   | 15/70 | 7   | 22  | 5  | 12    | 46    |     |
|   | Total | 10  | 28  | 10 | 23    | 71    |     |
| Middle East   | 8/70  |     | 1   |    |       | 1     |     |
|   | 10/70 |     |     |    | 1     | 1     |     |
|   | 15/70 |     | 4   |    | 1     | 6     |     |
|   | Total |     | 5   |    | 2     | 8     |     |
| North America   | 8/70  | 7   | 6   | 1  | 25    | 39    |     |
|   | 15/70 | 27  | 70  | 4  | 89    | 190   |     |
|   | Total | 34  | 76  | 5  | 114   | 229   |     |
| South America   | 8/70  |     |     |    | 2     | 2     |     |
|   | 15/70 | 3   | 2   |    | 1     | 6     |     |
|   | Total | 3   | 2   |    | 3     | 8     |     |
| World   | 8/70  | 15  | 13  | 11 | 59    | 89    |     |
|   | 10/70 |     |     | 2  | 19    | 21    |     |
|   | 15/70 | 48  | 112 | 11 | 130   | 301   |     |
|   | Total | 63  | 125 | 24 | 208   | 420   |     |
| By 2D / 3D and Region   |       |     |     |    |       |       |     |
|   | 2D    |     | 3D  |    | Total |       |     |
| Africa  | 3     |     | 1   |    | 4     |       |     |
| Asia/Pac  | 73    |     | 27  |    | 100   |       |     |
| Europe  | 35    |     | 36  |    | 71    |       |     |
| ME  | 3     |     | 5   |    | 8     |       |     |
| NA  | 109   |     | 120 |    | 229   |       |     |
| SA  | 3     |     | 5   |    | 8     |       |     |
| Total   | 226   |     | 194 |    | 450   |       |     |

(from *GSCA* on page 9)  
wish this whole new media thing would go away.” Ten years ago National Geographic was paid \$2.3 million by NBC for an hour-long television special that cost about that much to make. Today he has to produce an hour for \$250,000, and won’t be paid even that much by PBS.

“Today’s media world is clearly about consumers having more choices, more personally appropriate choices, and the consumers ultimately having more control. It’s about content becoming more available from more sources and even becoming commoditized to some extent.”

The giant-screen industry has the advantage of size, an advantage that can’t be replicated by home entertainment systems. But even so, ticket sales are dropping. This is probably not because the films are getting worse, or because of DMR films, but because of all the competition from other media, what he called an “accelerating Darwinian play.” And we have to make sure that “we emerge on the other side as a winner, because there are a lot of organizations that are not” going to.

Fahey recounted the experience of the second president of National Geographic, inventor Alexander Graham Bell. In 1900,

the society’s goal was to reach 10,000 members, which Bell thought was too low. He proposed making the magazine more accessible with shorter, simpler stories, and by adding photographs. Two trustees quit over the proposal to add photographs, the feature that has made *National Geographic* famous for nearly a century. In ten years, there were more than 300,000 members.

But Fahey warned that the other side of success is complacency and an unwillingness to keep changing. Playing it safe can lead to bad decisions. About 20 years ago, National Geographic was pitched the idea of starting a cable network, but they rejected it because of the success of the six or seven award-winning broadcast specials they produced each year. They were afraid having to fill a channel would lower their quality standards to an unacceptable level. Two years later, the Discovery Channel “backed the truck up to Europe and picked up every non-fiction thing, no matter what it was...and put it on the air. Twenty years later, we hate to read these surveys that say that Discovery’s brand [is] perceived to be equal in quality to National Geographic’s brand.”

The lesson for the giant-screen industry, he said, is that we’ll always need “world-class marketing and world-class films.” But we also have to accept and manage the inevitable changes that are coming. He suggested that there may be room for DMR films in institutions by analogy with the National Geographic channel. Although their mission-related films always get the best ratings, they also run some programs “we wish we didn’t have to,” just to bring in new audiences that advertisers need. Their hope is that these new people will sample the other offerings and become loyal customers.

He closed by saying that the most important thing is to flexible, and to separate “key principles” from other things that may be “a traditional value, but not necessarily a key principle.” Hold on to the former, but be willing to let go of the latter if necessary.

#### Awards ceremony

The conference closed with the annual Gala Awards presentation and dinner.

The ceremony began with a number of awards given by Imax Corporation. The Imax Hall of Fame Award, which is presented to a classic giant-screen film that is at least 10 years old, went to MacGillivray Freeman’s *The Living Sea*. The Best Booth Award was a tie, going to the **Shanghai Science and Technology Museum** and, for the second year in a row, the **Denver Museum of Nature and Science**. Imax presented its Founders Award, which recognizes an individual or individuals that have made a major contribution to the arts and/or sciences of giant-screen films, to the Giant Screen Cinema Association.

Imax’s **Richard Mohabir** received the GSCA’s Big Shoe Award, which is chosen by GSCA staff to recognize the member volunteer (who is not a board member) who steps in and makes the biggest impact on the conference and its success.

Big Idea Award went to the **LG IMAX Theatre Sydney** in Australia for its Big Screen Business program. The **Saint Louis Science Center** won for the Best Educational Program, and Toronto’s **Ontario Science Centre** won the Best Film Launch by a Theater for its launch of *Bugs!* Warner Bros.’ *Happy Feet: The IMAX Experience*, won the prize for Best Film Produced Non-exclusively for Giant Screen Theaters.

The remaining six awards were swept by two films from MacGillivray Freeman Films, *Hurricane on the Bayou* and *The Alps*. The former won Best Film Launch by a Distributor, Best Film for Lifelong Learning, and Best Sound, and the latter won Best Cinematography and the top prize, Best Film Produced Exclusively for Giant Screen Theaters. Ron Goodman’s aerial photography in *The Alps* also the Special Achievement in Film.

The GSCA’s 2008 Film Expo will be held in London, UK, March 4–5, 2008, and the 2008 Conference and Trade Show will be hosted by the **Liberty Science Center** in Jersey City, NJ, in September, dates to be announced.

*Our coverage of the GSCA conference will conclude in the November issue of LF Examiner, with reports on the Technical Session and other professional development sessions.*

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| <p>The following people contributed to the success of the Vancouver conference:</p>  |
| <p><b>GSCA staff:</b> Gretchen Jaspering, Tammy Seldon, Kelly Germain.</p>   |
| <p><b>Conference committee:</b> Patricia Keighley (chair), Ron Bartsch, Bob Griesmer, Bob Harman, Richard James, George Johnsen, David Keighley, Jeffrey Kirsch, Ingrid Lae, Julie La-Roche, Erick Melenbrink, Richard Mohabir, Glenn Shaver, Gerald Smith, Suan Teo, Derek Threinen, Bryan Tisdall, Carol Valenta, Dick Vaughan, Alvis Wales, John Wickstrom, Erik Winkelman, John Zendt.</p> |
| <p><b>IMAX Theatre at Canada Place:</b> Catherine Spaa.</p>  |
| <p><b>Science World:</b> Ingrid Lae.</p>   |
| <p><b>Projection staff:</b> Jesse August, John Drenworth, Bob Driscoll, Richard Dube, Sean Fullerton, John Miller, Richard Mohabir, Glenn Pederesen, Jeff Sanders, Glenn Shaver, Steven Webber.</p>  |
| <p><b>Volunteers:</b> Jenn Bentz, Ben Brunkhardt, Mary Nucci, Craig Rogers.</p>  |

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| <p><b>The Greener Way (wt)</b><br/>K2 Communications<br/>Release Date: Fall 2009<br/>Format: 2D 42 min.</p>                                   | <p>For most, the debate about Global Warming is over. In association with Stanford University, <i>The Greener Way</i> uses the magic of IMAX to showcase innovative strategies and leading-edge science that will inspire audiences of all ages. California and its diverse ecosystem serve as a backdrop in this timely film about solutions to a global problem in an exciting and innovative film.</p>  | <p><b>Orca: Killer Whales (wt)</b><br/>Graphic Films<br/>Release Date: TBD<br/>Format: 2D 40 min.</p>   | <p>Killer whales are the top predator in the sea, feared even by great white sharks. Yet they are also remarkably gentle, loyal, and the most intelligent of all non-human species. Travel around the globe with Jean-Michel Cousteau as he explores and reveals the amazing world of killer whales.</p>  |
| <p><b>Heart of Africa (wt)</b><br/>MacGillivray Freeman Films<br/>Release Date: 2010<br/>Format: 2D 40 min.</p>                               | <p><i>Heart of Africa</i> will take audiences across breathtaking landscapes and introduce them to fascinating cultures and music, delivering the message of how important Africa is to us all. From Senegal to Namibia to Victoria Falls, and to the reefs of Zanzibar, Africa is at once beautiful, seductive, and glorious.</p>   | <p><b>The Passion Of Flight (wt)</b><br/>MacGillivray Freeman Films<br/>Release Date: Summer 2009<br/>Format: 2D 40 min.</p>                            | <p>This innovative thrill ride features the story of manned flight — from Cayley's gliders to the present world of supersonic jets and the dawn of private space travel. An exciting and educational story with spectacular sequences filmed around the world, the film also features legendary aviation personalities and restored milestone aircraft.</p>           |
| <p><b>Hidden Universe 3D (wt)</b><br/>National Geographic and Blacklight Films<br/>Release Date: March 2010<br/>Format: 2D and 3D 40 min.</p> | <p><i>Hidden Universe 3D</i> brings to the giant screen a new vision of the world as it peers into mysterious and invisible realms. It's a journey through time and space that reveals for the first time elements of our universe that are too slow, too fast, too small, or too vast for the naked eye to perceive.</p>  | <p><b>Predators (wt)</b><br/>Bushrag Productions and Graphic Films<br/>Release Date: TBD<br/>Format: 2D 40 min.</p>                                     | <p>Predators explores the complex interrelationships between hunters and the hunted, the evolution of survival techniques, and the resulting adaptations of some of the most fascinating and dangerous creatures on the planet.</p>   |
| <p><b>Hubble 3D (wt)</b><br/>Imax Corporation<br/>Release Date: Spring 2010<br/>Format: 2D and 3D 40 min.</p>                                 | <p><i>Hubble 3D</i>, from the <i>Space Station 3D</i> filmmaking team, tells the story of the greatest success in space since the moon landings. Featuring stunning on-orbit coverage of the telescope's final repair, and jaw-dropping flights through distant galaxies, all in amazing IMAX 3D, <i>Hubble 3D</i> is sure to inspire audiences for generations to come.</p>                               | <p><b>River Of Doubt: Theodore Roosevelt's Greatest Adventure (wt)</b><br/>MacGillivray Freeman Films<br/>Release Date: 2012<br/>Format: 2D 40 min.</p> | <p>Follow the story of American president Roosevelt's perilous 1914 journey with his son and famed Brazilian naturalist/adventurer Colonel Rondon down the uncharted River of Doubt in Brazil. Starvation, madness, fatal accidents, even murder combine to make this true story among the best adventure tales of all time.</p>                                      |
| <p><b>Humpback Whales (wt)</b><br/>MacGillivray Freeman Films<br/>Release Date: 2010<br/>Format: 2D 40 min.</p>                               | <p>Endlessly curious, remarkably athletic, and gregarious, humpback whales are among the most fascinating of the great whales. Audiences will be immersed in the humpbacks' world, seeing their incredible migration, and experiencing breathtaking underwater footage accompanied by the haunting songs of the gentle giants of the sea.</p>  | <p><b>The Romans (wt)</b><br/>MacGillivray Freeman Films<br/>Release Date: 2011<br/>Format: 2D 40 min.</p>  | <p>A visual and narrative tribute to the epic story of the Roman Empire, its fascinating characters, and its modern vibrancy. The Roman influence survives through its amazing monuments and ruins, and the powerful impact it has had on cultures and countries is evident around the globe today.</p>   |
| <p><b>I Am Legend: The IMAX Experience</b><br/>Warner Bros.<br/>Release Date: Dec. 14, 2007<br/>Format: 2D</p>                                | <p><i>I Am Legend</i>, starring two-time Academy Award-nominated actor Will Smith and directed by Francis Lawrence, is an adaptation of the 1954 science fiction novel by Richard Matheson. <i>I Am Legend: The IMAX Experience</i> will be distributed by Warner Bros. Pictures.</p>  | <p><b>Scatl! (wt)</b><br/>Surreality Innovations, Inc.<br/>Release Date: Late 2010<br/>Format: 3D 46 min.</p>   | <p>Get your science and adventure hats on, because we're sailing on a 3D giant-screen voyage to the edges of the wholly visible universe, black holes included, with Captain Shrodinger and his disappearing cat. This fun adventure will deliver science and math, with international audience and a multi-user roleplaying game.</p>                                |
| <p><b>The Ice Age</b><br/>Giant Screen Films<br/>Release Date: Spring 2009<br/>Format: 2D and 3D 40 min.</p>                                  | <p>Follow modern scientists and paleontologists in their efforts to uncover the mysteries of the ice age, exploring the climatic forces that shape our past, present, and future as well as unearthing prehistoric animals that once roamed the planet. The film will absorb audiences in a fascinating interplay of science and history, and take them to stunning remote locations around the world.</p> | <p><b>Sharkwater 3D</b><br/>Sharkwater Productions and RPG Productions<br/>Release Date: TBD<br/>Format: 2D and 3D 40 min.</p>                          | <p>Sharkwater explores this beautiful and misunderstood predator, taking the viewer into stunning underwater marine reserves and the most shark-rich waters of the world. Along the way, filmmaker Rob Stewart's mission to save the world's sharks changes into a fight for his life and, ultimately, that of humankind.</p>   |
| <p><b>Journey to a Black Hole 3D</b><br/>OmniCosm Studios<br/>Release Date: March 2009<br/>Format: 2D and 3D 40 min.</p>                      | <p>Venture into a super massive black hole to see what may lurk at the heart of existence. Prepare to travel the turbulent pathways that lead to the frontiers of space-time and witness cosmic explosions — supernovae, hypernovae, gamma ray bursts — that give birth to white dwarfs, neutron stars, and ultimately black holes.</p>  | <p><b>Silent Surf (wt)</b><br/>Summerhays Films<br/>Release Date: March 2010<br/>Format: 2D and 3D 38 min.</p>  | <p>America's ocean heritage is the world's largest and most biologically diverse. <i>Silent Surf</i> guides its audiences through the marine ecosystems that support them in a personal exploration of dynamic connections to the ocean and its charismatic creatures. This poignant story speaks to the education recommendations of two recent policy studies.</p>  |
| <p><b>The Last Head Hunter (wt)</b><br/>Golden Chariot Productions<br/>Release Date: November 2008<br/>Format: 2D and 3D 44 min.</p>          | <p>A journey to remote jungles with renowned tribal art collector, William Jamieson, to document the last living headhunters. Explore the mythology and reality of these tribes that live on the edges of a disappearing world. Bizarre customs and magical landscapes come to life in this amazing adventure from the Amazon to the South Pacific.</p>  | <p><b>To the Arctic (wt)</b><br/>MacGillivray Freeman Films<br/>Release Date: 2009<br/>Format: 2D 40 min.</p>   | <p>A polar expedition to track the stunning effects of global climate change, <i>To The Arctic</i> traces how people, animals and ecosystems are being impacted so dramatically at the poles. The immersive experience of the giant screen could make a significant contribution in making this complex issue more tangible to the public.</p>                        |
| <p><b>Molecularium (wt)</b><br/>Rensselaer Polytechnic Institute and Nanotoon Productions<br/>Release Date: Fall 2008<br/>Format: 2D</p>      | <p>A new animated family feature now being produced for giant-screen theaters is a magical, musical adventure into the amazing nanoscale world of atoms and molecules. Aboard the most fantastic ship in the universe, join Oxy, a precocious oxygen atom, and her friends on a delightful and unforgettable experience.</p>   | <p><b>Tornado Alley (wt)</b><br/>Bushrag Productions<br/>Release Date: July 2009<br/>Format: 2D 40 min.</p>   | <p>June 24, 6:00 p.m. — somewhere in Kansas. So begins the epic story of a young man (Sean Casey) and his TIV (Tornado Intercept Vehicle) as he and a cast of hundreds of scientists and fellow researchers begin their quest to uncover the mysteries of tornadic formation. Sean's job: to gather data from <i>inside</i> the tornado.</p>                          |
| <p><b>Mysteries of China (wt)</b><br/>National Geographic<br/>Release Date: Mid 2010<br/>Format: 2D and 3D 40 min.</p>                        | <p>In the tradition of <i>Mysteries of Egypt</i>, this film brings to life the sweeping history and fairytale-like settings of China, as seen through the cameras of a father and daughter on a quest to capture the soul of this timeless country. On the way, they—and we—will discover China's treasures and an ancient culture as colorful as a silk tapestry.</p>                                     | <p><b>Vincent Van Gogh: Bigger Than Painting (wt)</b><br/>La Géode, Camera Lucida<br/>Release Date: March 2009<br/>Format: 2D 45 min.</p>               | <p>Vincent Van Gogh reaches the IMAX world. Thanks to very special authorizations of museums, a unique giant-screen film which offers a wonderful chance to reveal — in an unprecedented and sensational way — the beauty and strength of Vincent Van Gogh's masterpieces, the places and people who relate strongly to an artist also known as Monsieur Vincent.</p> |
| <p><b>Native America (wt)</b><br/>MacGillivray Freeman Films<br/>Release Date: 2011<br/>Format: 2D 40 min.</p>                                | <p><i>Native America</i> is a compelling story about the pride and resilience of indigenous cultures. From coast to coast, they are sovereign nations within our borders. With sacred lands, a respect for all that exists, and ancient, time-honored traditions, <i>Native America</i> shares its vision for the next seven generations.</p>  |   |   |





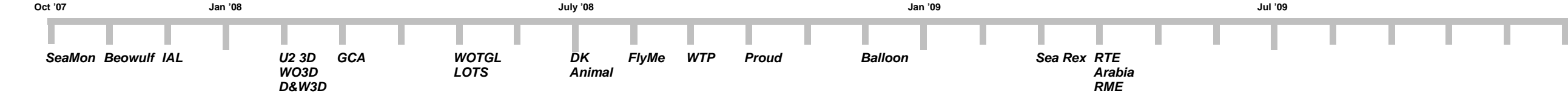
\* New listing.  
Underlined titles are 3D  
Updated information is printed in **bold**.  
Unless noted, all films are being shot in 15/70 and will run about 40 minutes.

**Beowulf**  
Paramount Pictures; distributor: Paramount; director: Robert Zemeckis; producers: Steve Bing, Steven J. Boyd, Jack Rapke, Steve Starkey, Robert Zemeckis; screenplay: Neil Gaiman, Roger Avary; DP: Robert Presley; score: Alan Silvestri; executive producers: Roger Avary, Neil Gaiman, Robert Roberts, Martin Shafer. Cast: Crispin Glover, Angelina Jolie, Anthony Hopkins, Robin Wright Penn, John Malkovich, Brendan Gleeson. 3D. Release: Nov. 16, 2007.  
— Film will be converted to 15/70 3D with the IMAX DMR process.  
— It will also be simultaneously released to about 1,000 digital 3D theaters.

**I Am Legend**  
Warner Bros. Pictures; distributor: Warner Bros.; director: Francis Lawrence; producers: Akiva Goldsman, David Heyman, James Lassiter, Neal H. Moritz, Erwin Stoff; screenplay: Mark Protosevich, Akiva Goldsman; DP: Andrew Lesnie; score: James Newton Howard; executive producer: Michael Tadmoss. Cast: Will Smith, Salli Richardson, Alice Braga. Release: Dec. 14, 2007.  
— Film will be converted to 15/70 3D with the IMAX DMR process.

**U2 3D\***  
The world’s biggest band in the first ever 3D concert film on the largest movie screen of all. The magic of a U2 concert captured in a whole new dimension. 3ality Digital Entertainment; distributor: National Geographic; directors: Catherine Owens, Mark Pellington; producers: John Modell, Catherine Owens, Jon Shapiro, Peter Shapiro; DPs: Peter Anderson, Tom Krueger; editor: Olivier Wicki. Cast: Bono, Adam Clayton, Larry Mullen Jr., The Edge. Shot in digital 3D. Release: Feb 1, 2008.  
— Principal photography is complete.  
— Editing is under way.

**Wild Ocean 3D** (formerly Ocean Frenzy)  
Giant Screen Films, Yes/No Productions; distributor:



Giant Screen Films; directors/writers: Steve McNicholas, Luke Creswell; producers: Don Kempf, Steve Kempf, David Marks; DPs: Reed Smoot, David Douglas; editor: Steve McNicholas; score: Luke Cresswell; sound designer: Mike Roberts. 3D. Release: Feb. 1, 2008.  
— Principal photography is complete.  
— Editing is being finalized.

**Dolphins & Whales 3D: Tribes of the Oceans** (wt)  
3D Entertainment, McKinney Productions; distributor: 3D Entertainment Distribution; director: Jean-Jacques Mantello; script: Elisabeth Mantello, David Chocron; DP: Gavin McKinney; score: Christophe Jaquelin; producer: François Mantello. 3D. Release: Feb. 29, 2008.  
— Principal photography is complete.  
— Editing and scriptwriting are under way.

**Grand Canyon Adventure: River at Risk**  
MacGillivray Freeman Films Educational Foundation; distributor: MacGillivray Freeman Films; director: Greg MacGillivray; producers: Greg MacGillivray, Shaun MacGillivray, Mark Krenzien; script: Jack Stephens and Stephen Judson; editor: Stephen Judson; photography: Greg MacGillivray, Doug Lavender, Brad Ohlund, Ron Goodman, Jack Tankard; executive producer: Harrison Smith. 3D. (Different 2D flat and dome screen versions will also be available.) Release: March 14, 2008.  
— Principal photography is complete. Editing is under way.

**Legends of the Sky 3D**  
Jetliner Films, Inc.; distributor: K2 Communications; director: Stephen Low; producer: Pietro Serapiglia; DP: William Reeve; script: Stephen Low; executive producers: Robert Kresser, Jan Baird. 3D. Release: May 2008.  
— July: Shot the 787 Dreamliner rollout event at the Boeing plant in Everett, WA.  
— Summer: Filmed other “legends” aircraft, including the Schleicher Glider.  
— September: Shot aeriels over British Columbia.  
— November: Shooting Harrier jet.  
— December: Shooting Boeing 787 assembly line in Washington state.

**Wonders of the Great Lakes**  
Science North; distributor: Science North; director: David Lickley; DP: Jack Tankard; producer: David Lickley; executive producer: Jim Marchbank. Release: May 5, 2008.  
— September: Aerials over Lake Superior.  
— Principal photography is complete.  
— Editing is under way.

**The Dark Knight**  
Legendary Pictures; distributor: Warner Bros.; director: Christopher Nolan; DP: Wally Pfister; script: Jonathan Nolan; score: James Newton Howard, Hans Zimmer; producers: Christopher Nolan, Charles

Roven, Emma Thomas; executive producers: Kevin De La Noy, Benjamin Melniker, Michael Uslan. Cast: Christian Bale, Michael Caine, Morgan Freeman, Heath Ledger. Release: July 18, 2008.  
— Several additional scenes will be shot in 15/70.  
— The rest of the film will be converted to 15/70 with the IMAX DMR process.

**Animalopolis\***  
Singing lions, bears that waltz, sea lions turning somersaults. Otters pray, flamingos squawk, a calf who’d rather dance than walk. Children ages three to ten want to watch it again and again. Graphic Films Corporation; distributor: K2 Communications; Script: Tim Huntley, Paul Novros; score: Paul Novros, Tim Huntley; producers: Paul Novros, Tim Huntley; executive producer: Ammiel Najar. Release: July 2008.  
— November: Filming at the Los Angeles and San Diego zoos.  
— Editing is under way.

**Fly Me to the Moon**  
nWave Pictures; distributors: K2 Communications (LF), Summit Entertainment (digital 3D); director: Ben Stassen; script: Domonic Paris; producers: Charlotte Huggins, Gena Gallo; executive producers: Ben Stassen, Domonic Paris. 85 minutes. Cast: Christopher Lloyd, Kelly Ripa, Nicollette Sheridan, Tim Curry, Ed Begley, Jr. 3D. Release: Aug. 22, 2008.  
— The film is complete.

**We The People**  
Inland Sea Productions; distributor: Jodi Capps; directors, writers, producers: John Altman, Aimee Larabee. Release: Sept. 17, 2008.  
— CGI work is under way through the fall.  
— Filming will resume in January.

**Proud American**  
Light Source, LLC; distributor: tba; director: Fred Ashman; DP: Mark Eberle; script: Fred Ashman, Roland Smith; score: Stan Beard; producer: Fred Ashman. Release: September 2008.  
— July: Rhode Island, Cape Cod, Kansas, Missouri, Arkansas.  
— August: Aerial and ground shooting in Hawaii.  
— October: Aerial work in 22 locations nationwide.  
— October-November: filming the last two (of five) stories.  
— December: Western states ground shooting.  
— Principal photography is 70% complete.

**Balloon Fiesta** (wt)  
Immortal Classics; distributor: MacGillivray Freeman Films; writer, director, producer: Ted Gomillion; LF camera: Lee Parker; HD camera: Gary Marshall, Sid Findley, Russ Fink; executive producers: Stephen Komadina, Ted Gomillion. Release: 2008.  
— October: Filmed the Albuquerque Balloon Fiesta and at the Anderson-Abruzzo International Balloon Museum.

**Sea Rex**  
N3D Land Production; distributor: Giant Screen Films; directors: Ronan Chapalain, Pascal Vuong; producer: Pascal Vuong; DP: Christophe Grellie; script: Pascal Vuong, Nathalie Bardet; score: Franck Marchal; executive producer: Dominique Rigaud. 3D. Release: March 2009.  
— Animation will continue through July.

**Return to Everest** (wt)  
MacGillivray Freeman Films; distributor: MacGillivray Freeman Films; director: Greg MacGillivray; co-director: Michael Brown; producers: Greg MacGillivray, Shaun MacGillivray; script: tba; editor: Stephen

Judson; DP: Brad Ohlund; mountain DP: Michael Brown; executive producer: Harrison Smith. 3D. Release: Spring 2009.  
—Two-thirds of photography is complete.

**Arabia\*** (wt)  
The fascinating, mysterious, and romantic history of Arabia, highlighting the vast, beautiful deserts, the colorful carnival of life and history found in the Red Sea, and the religion and culture of the Arab people. MacGillivray Freeman Films; distributor: MacGillivray Freeman Films; director: Greg MacGillivray; producer: Greg MacGillivray; script: Jack Stephens; (topside), Howard Hall (underwater); editor: Stephen

Judson. 3D. Release: Spring 2009.  
—November-December: Filming begins in the Red Sea and on the Arabian Peninsula.

**Rocky Mountain Express\***  
A wild and romantic steam train ride, Rocky Mountain Express captures the dramatic flavor of the steam age and the struggle to build a railroad through some of the most rugged and breathtaking landscapes on earth. Stephen Low Company; distributor: K2 Communications; director: Stephen Low; producer: Pietro Serapiglia. Release: Spring 2009.  
— Extensive aerial footage has been shot.  
— Principal photography continues in 2007 and 2008.



MacGillivray Freeman Films’ Return to Everest. Director Greg MacGillivray (at camera) filming at Base Camp.